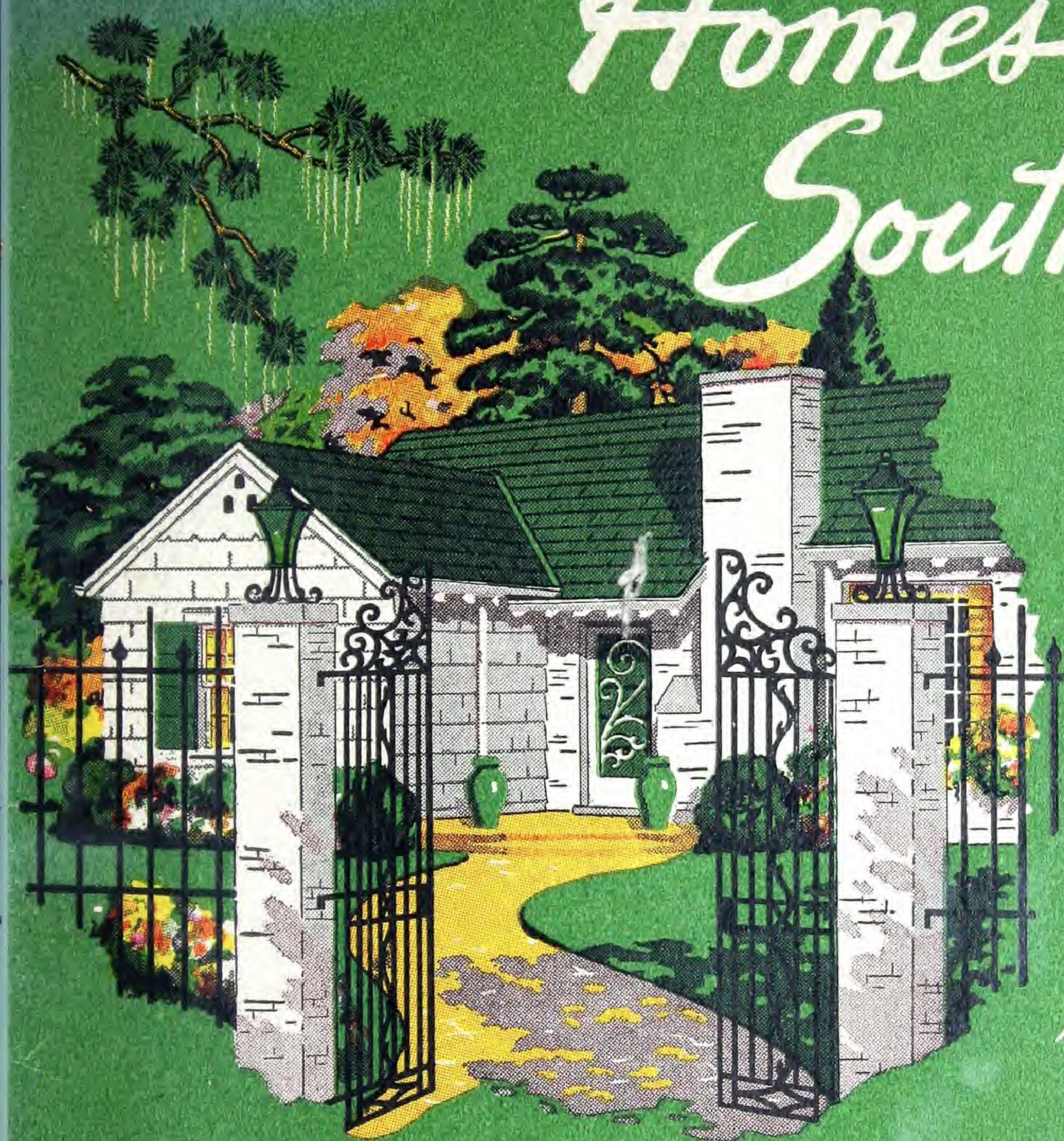


Homes of the Southland



NEW EDITION



Southern Homes individually planned...

● Better living and practical economy is the theme of each home illustrated on these pages. As you study these many suggestions and home ideas you will find that full consideration has been given to the building problems confronting us today. Designing and planning by nationally known architects has produced delightful livability at modest cost.

● Somewhere among the homes shown here we hope you will find YOUR Southland home. Whichever you choose will be one of the greatest investments in security, happiness and convenience of your lifetime. The secret of happy living will unfold step by step as your dream home becomes a reality.

● Our home building service embraces many other designs and ideas; moreover, complete working drawings are available for all homes illustrated (see inside back cover). If necessary, changes and alterations may be made as desired, at a nominal charge. This entire service is at your disposal.

● Come in and see us. We would consider it a privilege to help you plan and build your new home. Without the slightest obligation on your part, we will be glad to give you complete information regarding financing, materials, and construction costs.

BETTER LIVING . . . REAL SECURITY

• KEYED TO YOUR FAMILY BUDGET •

S-336

20
2x

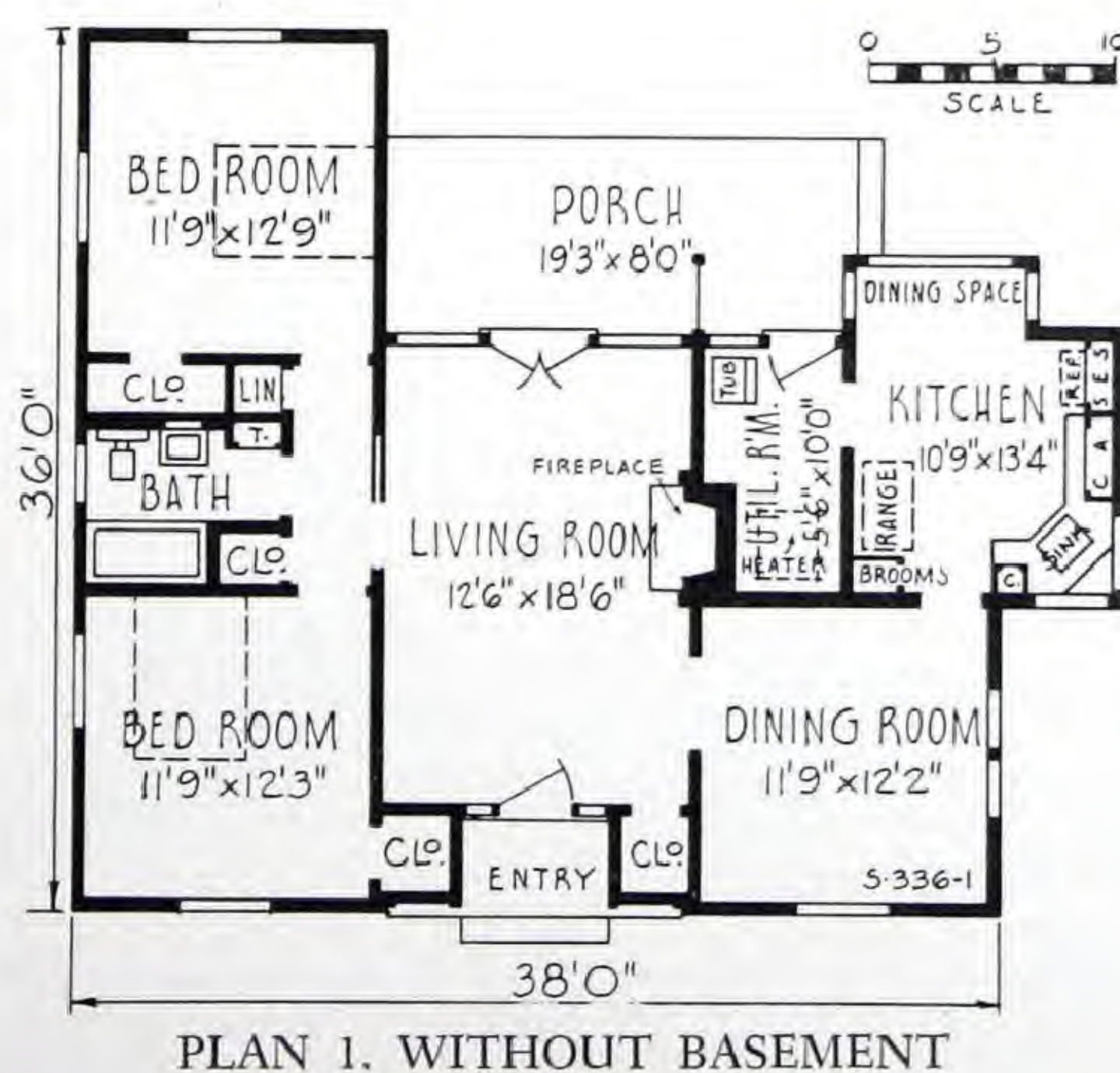
For those who desire a compact and fully equipped home, this design should suit all their needs. A selection of four different plan combinations is offered, two for frame and two for concrete block wall construction.



ALTERNATE
DESIGN B
IN
CONCRETE
BLOCK
CONSTRUCTION

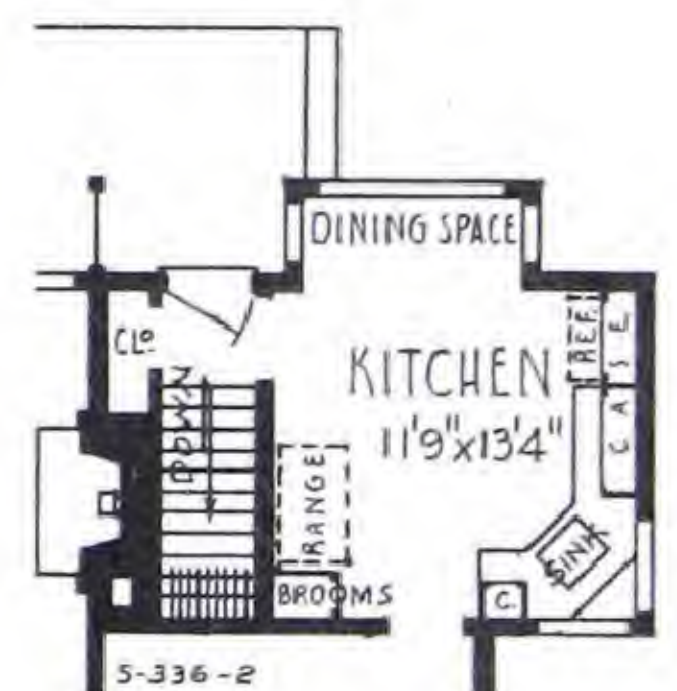
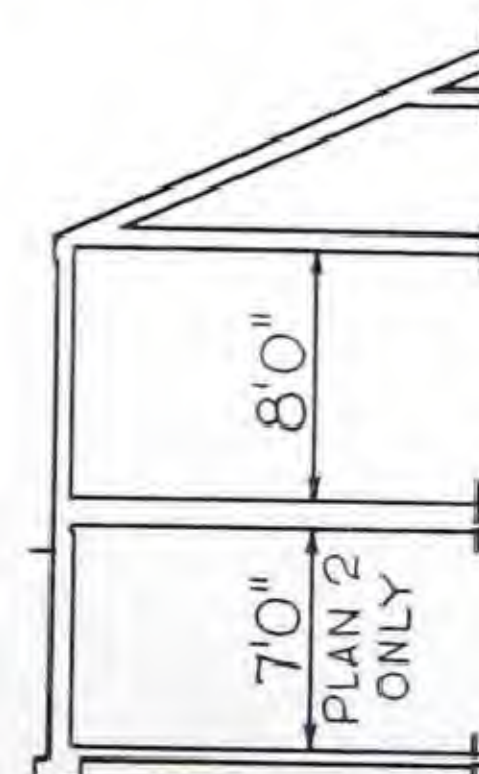


DESIGN A
FRAME CONSTRUCTION

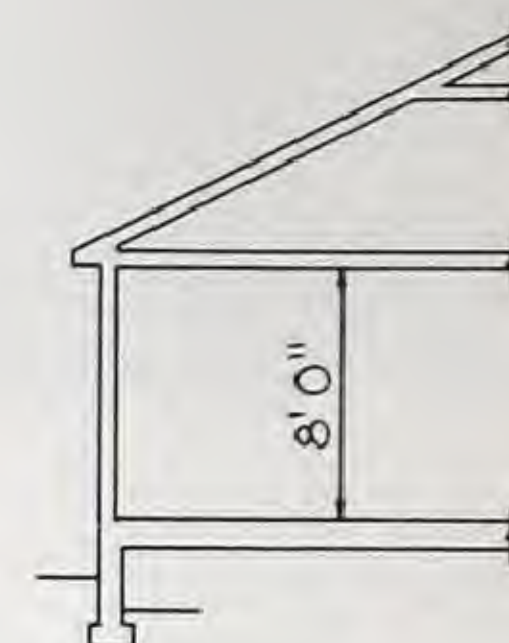
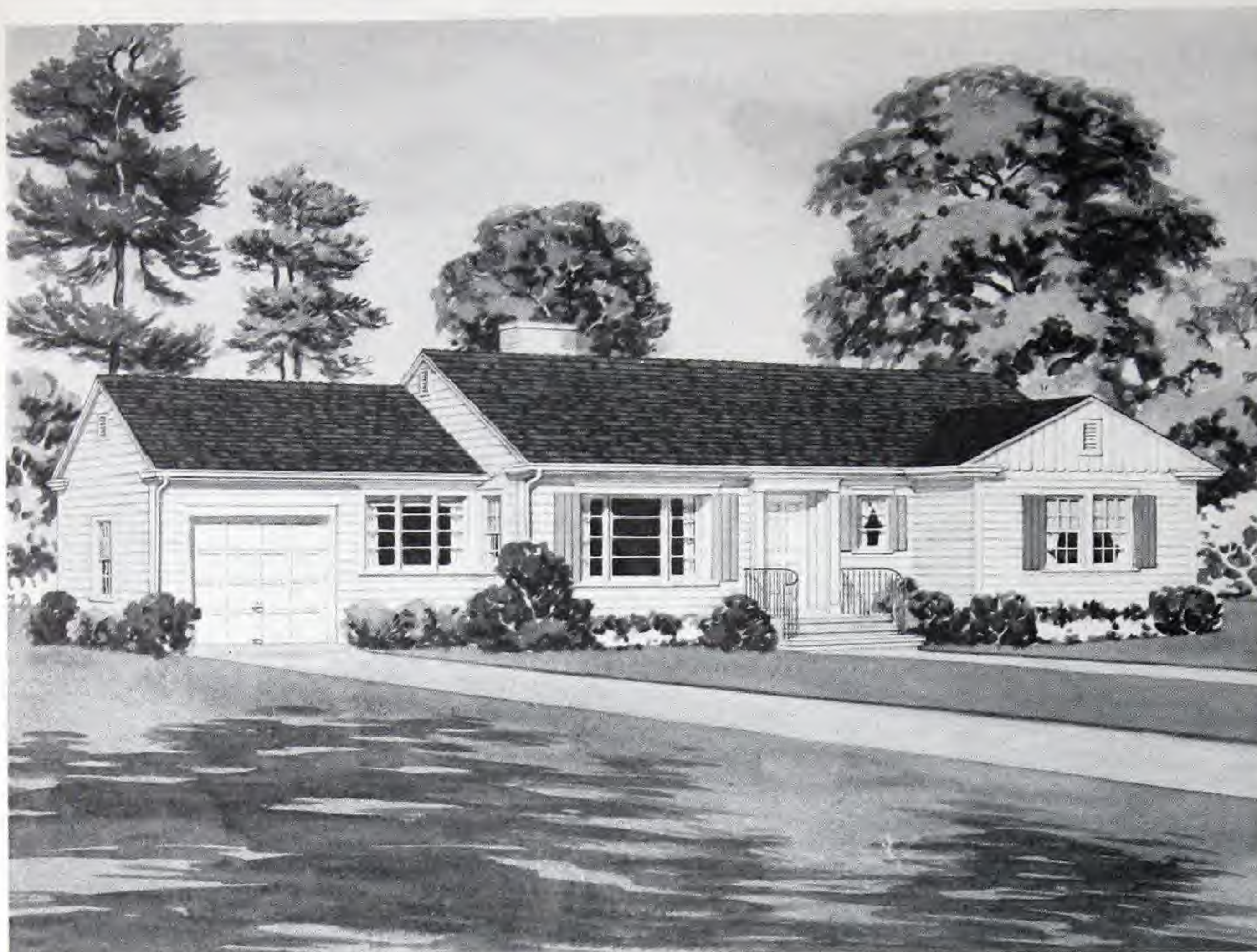


CUBAGE
Plan 1...14,500 Cu. Ft.
Plan 2...18,450 Cu. Ft.

SQUARE FEET
Living Area,
Plan A.....1122
Living Area,
Plan B.....1128
Covered Porch Area 79



PLAN 2,
WITH BASEMENT
Note that basement stair has
been substituted for utility
room.



CUBAGE
19,575

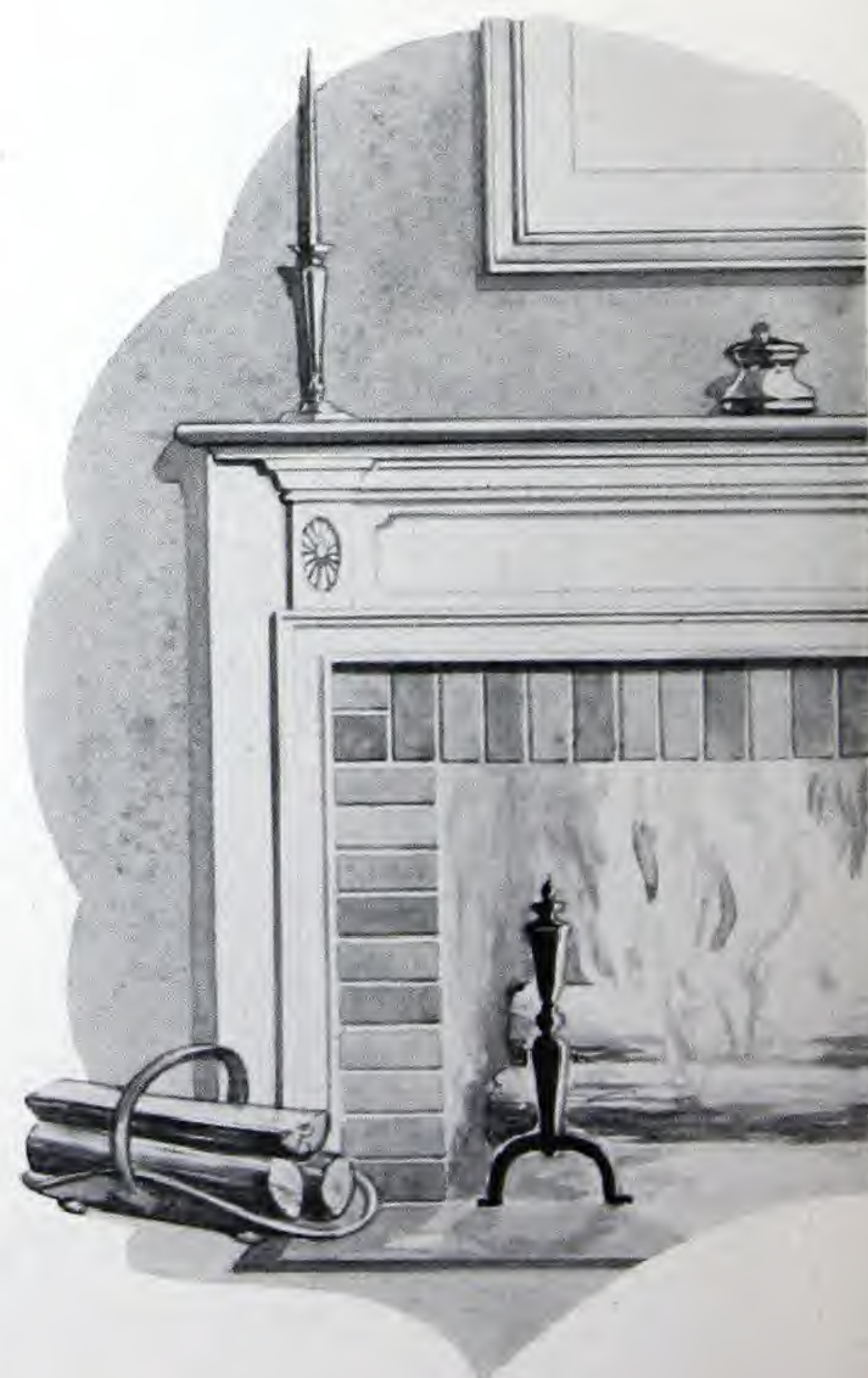
SQUARE FEET
Living Area 1160
Covered Porch Area 61
Garage & Utility
Area 315

S-337

A low structure designed along conventional Colonial lines for a wide lot. The right wing contains three large bed rooms compactly grouped and with ample closet facilities included. A modern "U" type kitchen arrangement and a large dining room are provided.

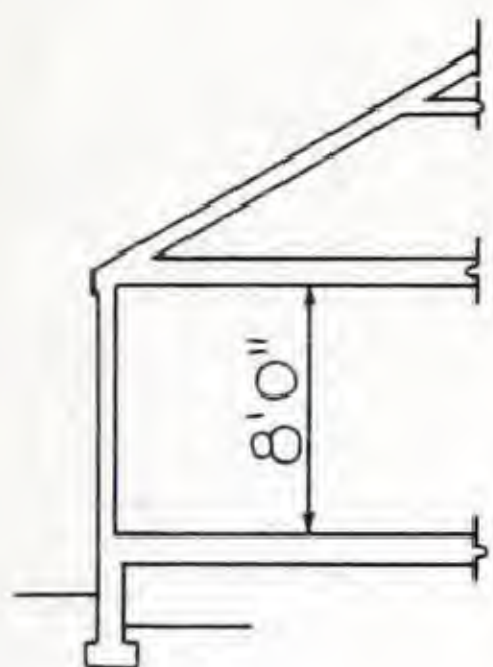


*The Colonial
Fireplace*





ALTERNATE EXTERIOR
DESIGN B •



CUBAGE

Design A.....12,725 Cu. Ft.
Design B.....11,875 Cu. Ft.

SQUARE FEET DESIGN A & B

Living Area889
Covered Porch Area..... 98

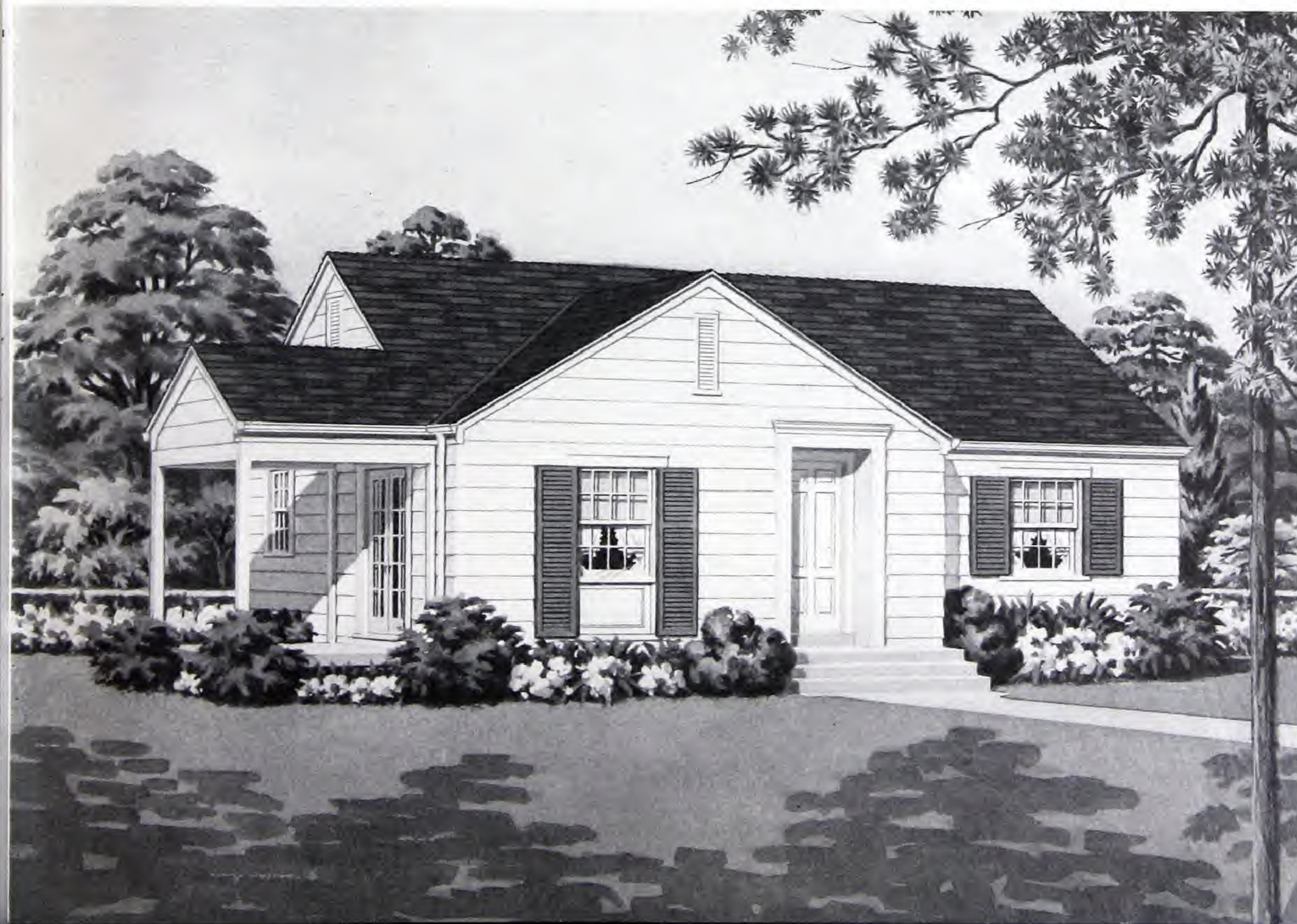
S-338

TWO EXTERIORS FOR
SAME FLOOR PLAN

The simplicity of this compact five room home is its appeal. A choice of two exteriors is offered for your selection. When ordering plans designate whether design A or B is wanted.



DESIGN
A •



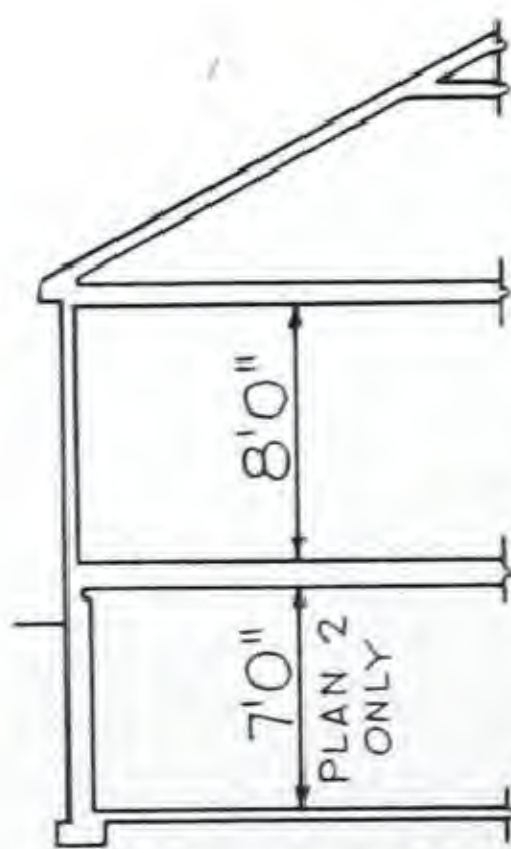


S-339

The above colorful home brings out the simple yet admirable features of the effective Colonial design. Each plan provides three bed rooms combined with practical efficiency for comfortable living. A home worthy of careful study.



Corner China Cabinet

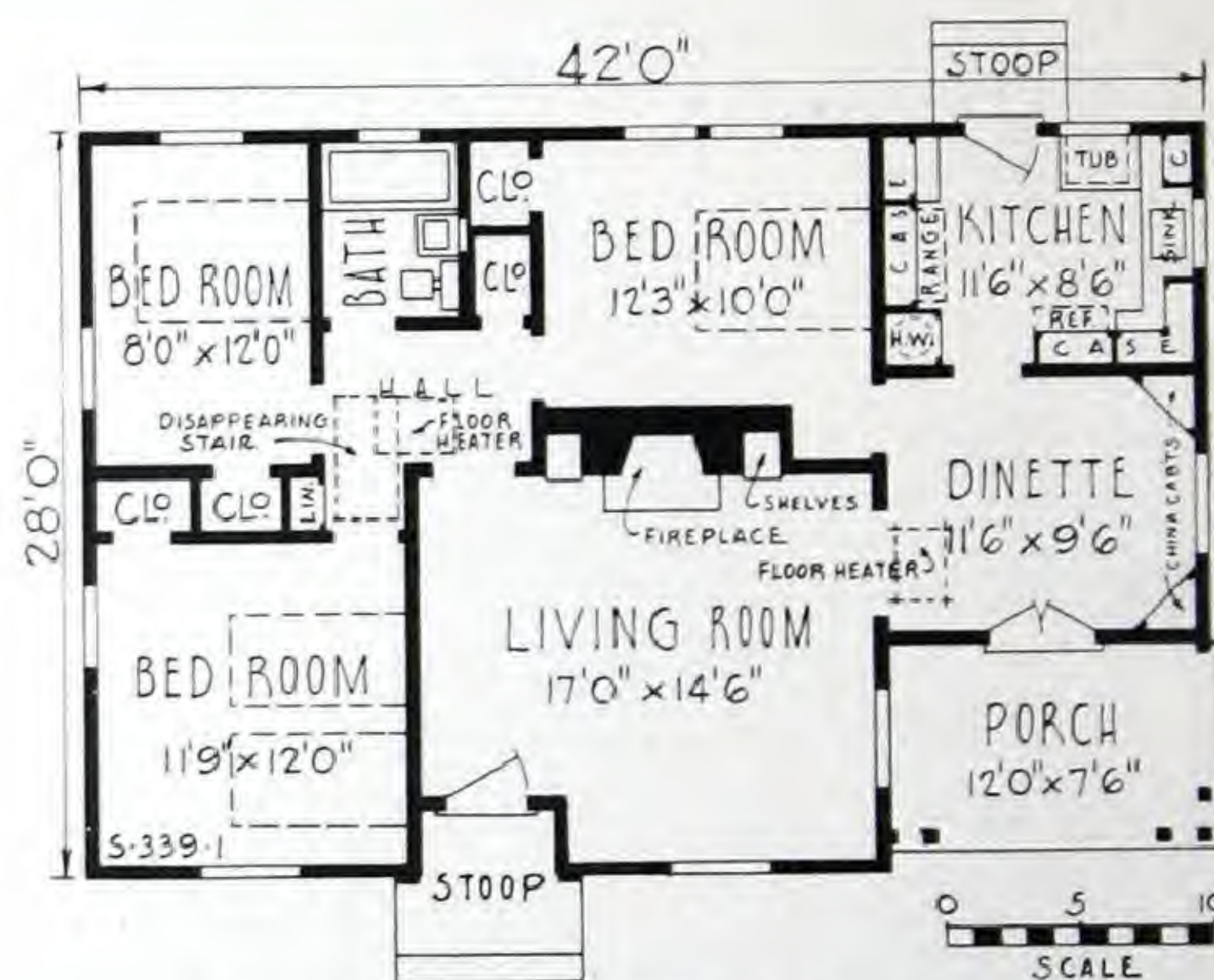


CUBAGE

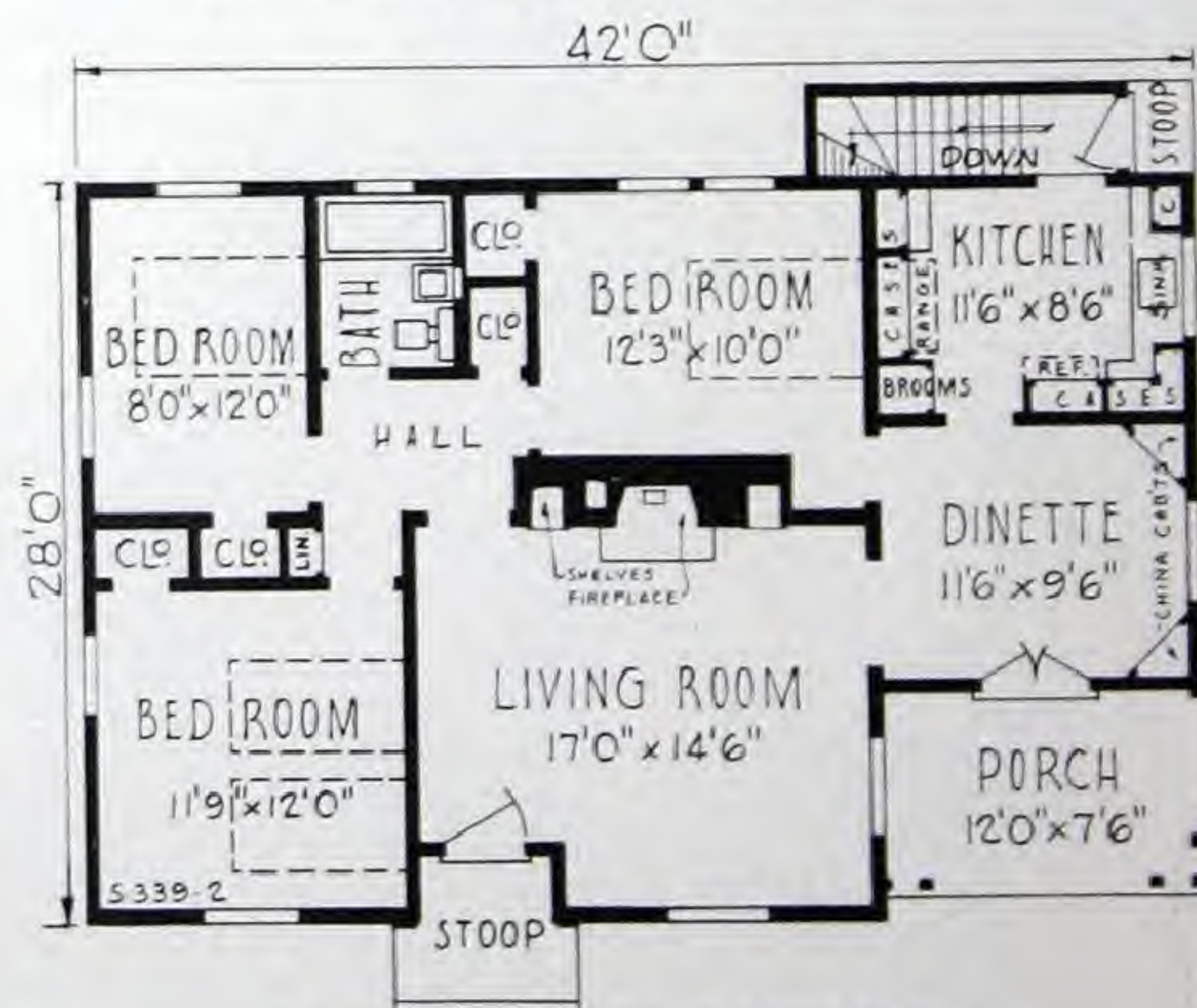
Plan 1...15,680 Cu. Ft.
Plan 2...22,225 Cu. Ft.

SQUARE FEET

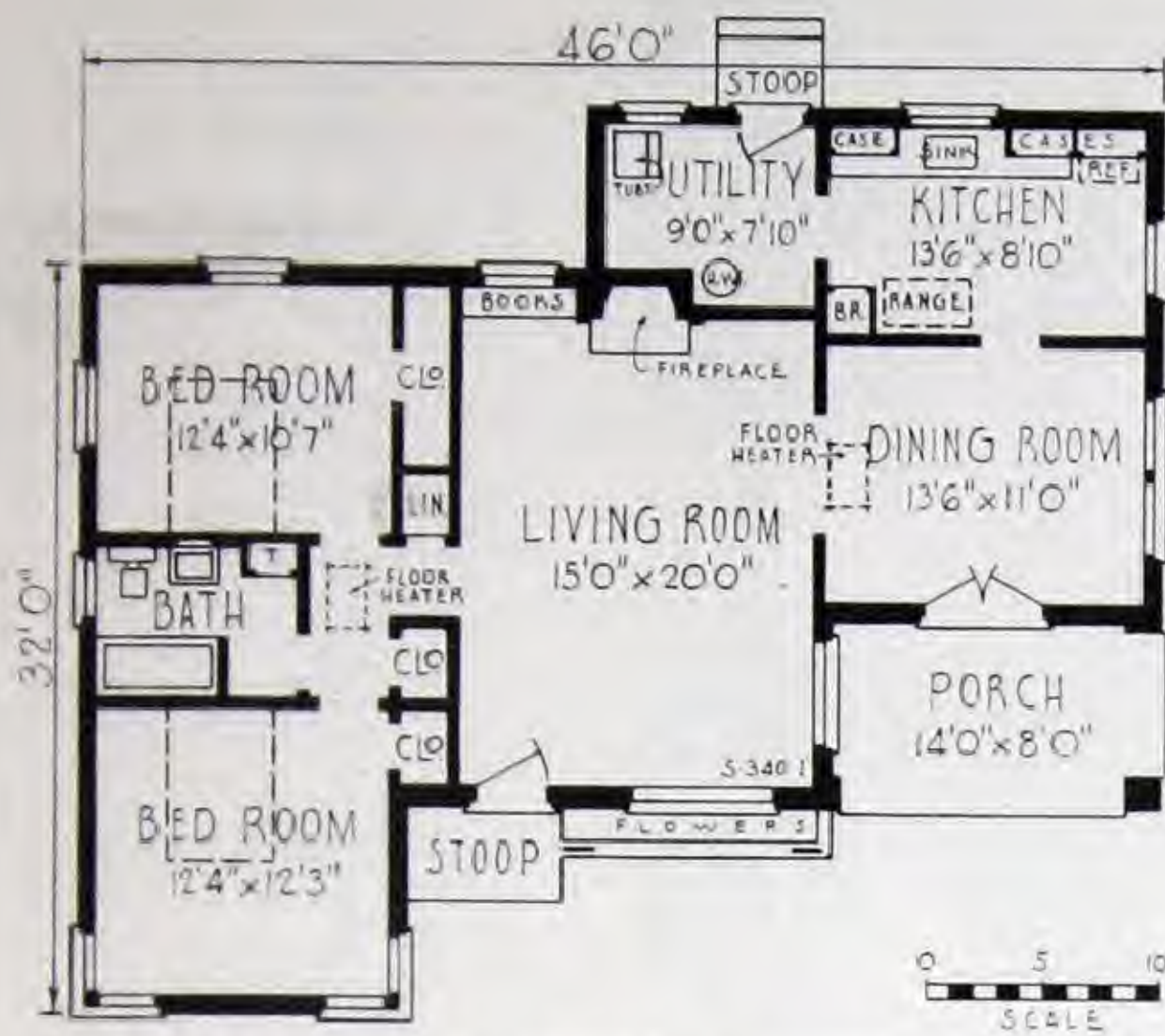
Living Area, Plan 1.1061
Living Area, Plan 2.1101
Covered Porch Area,
Plan 1 & 2..... 103



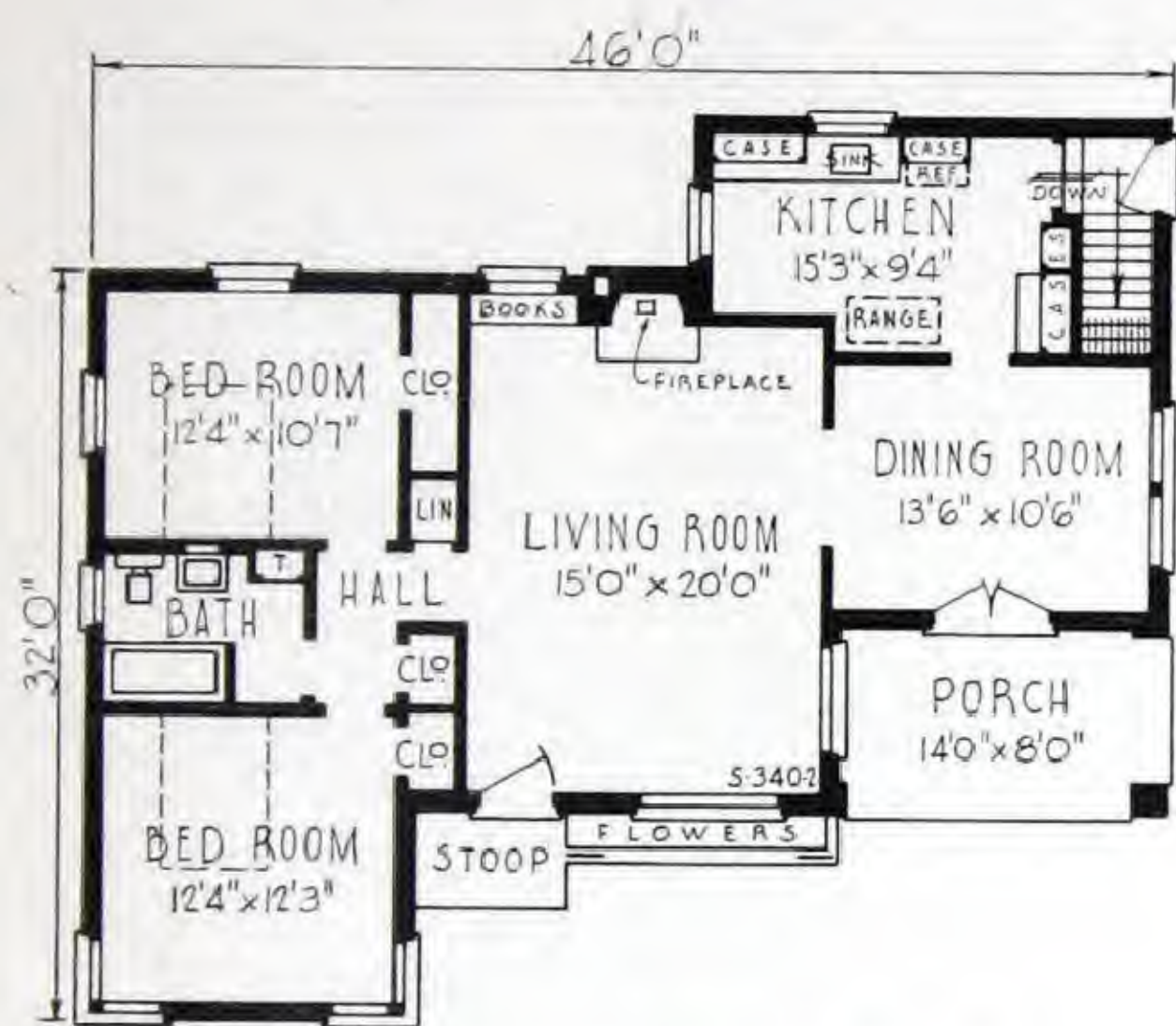
PLAN 1, WITHOUT BASEMENT



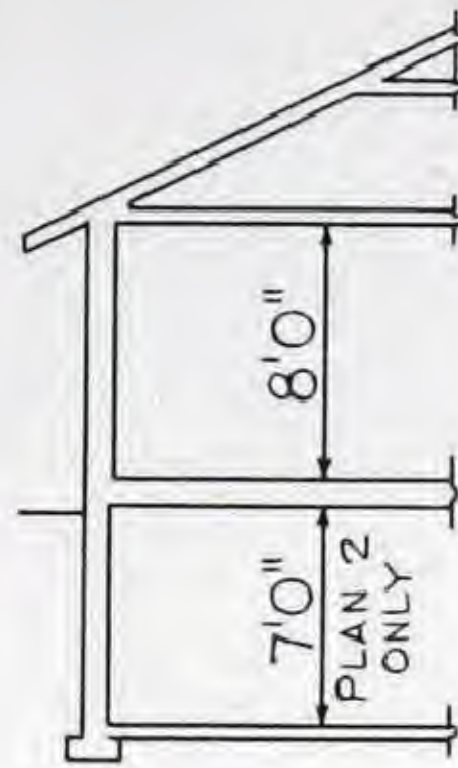
PLAN 2, WITH BASEMENT



PLAN 1, WITHOUT BASEMENT



PLAN 2, WITH BASEMENT

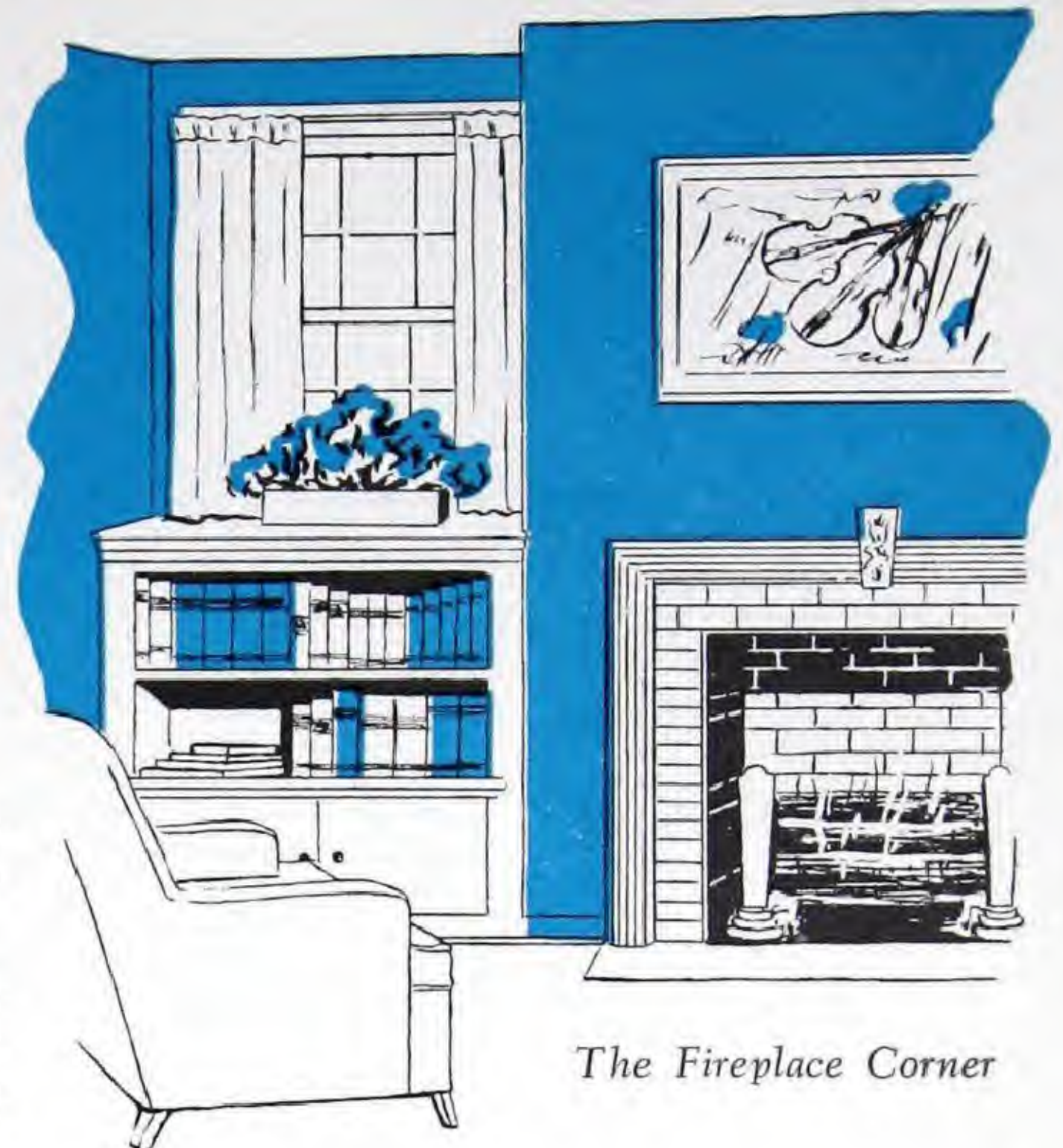


CUBAGE

Plan 1 15,640 Cu. Ft.
Plan 2 20,730 Cu. Ft.

SQUARE FEET

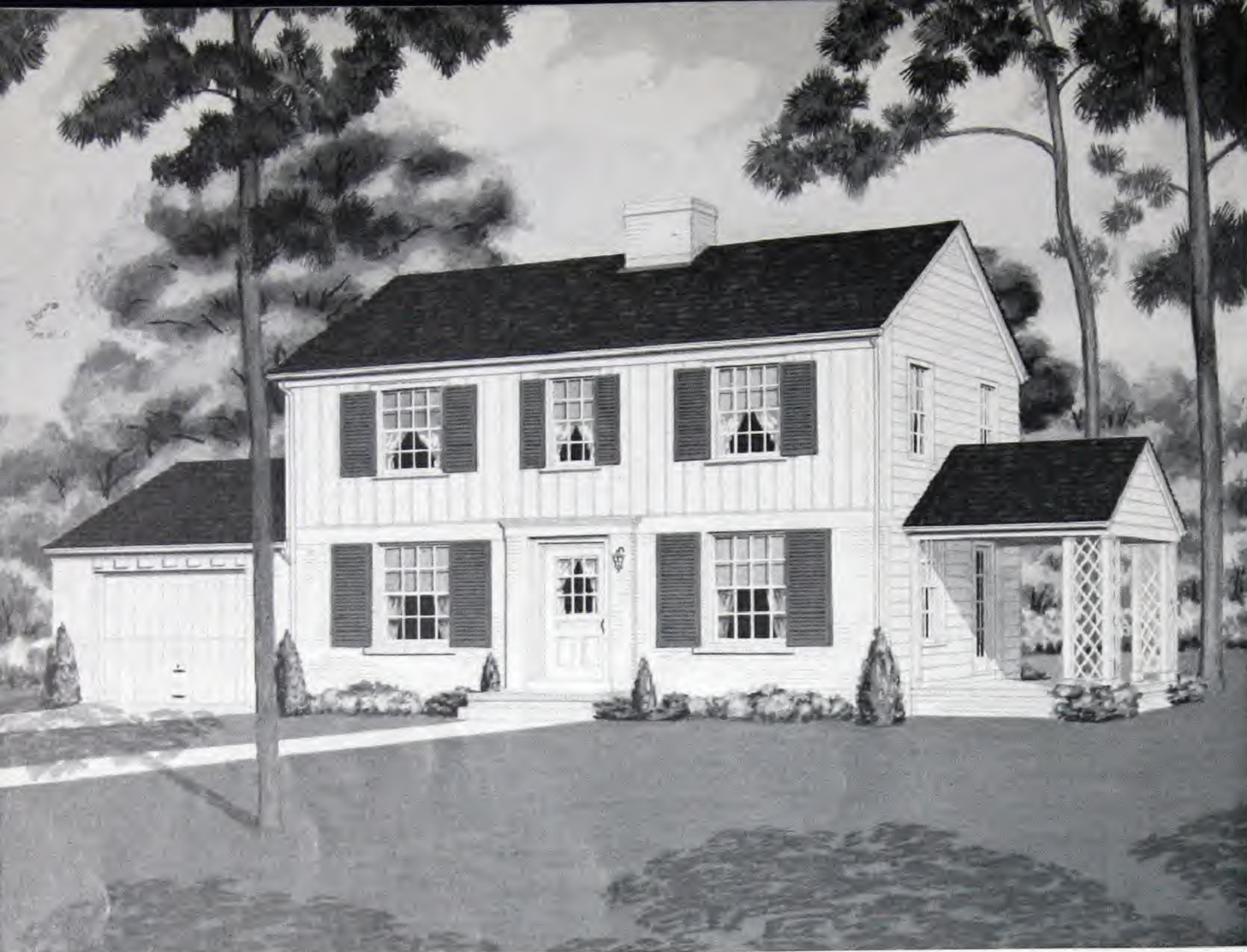
Living Area, Plan 1 1354
Living Area, Plan 2 1327
Covered Porch Area 113



S-340

A home designed for exterior charm and hospitality. Five-room interior comfort and efficiency are provided. The outside walls are brick with shingled gables making an effective combination for this spreading ranch house.





CUBAGE

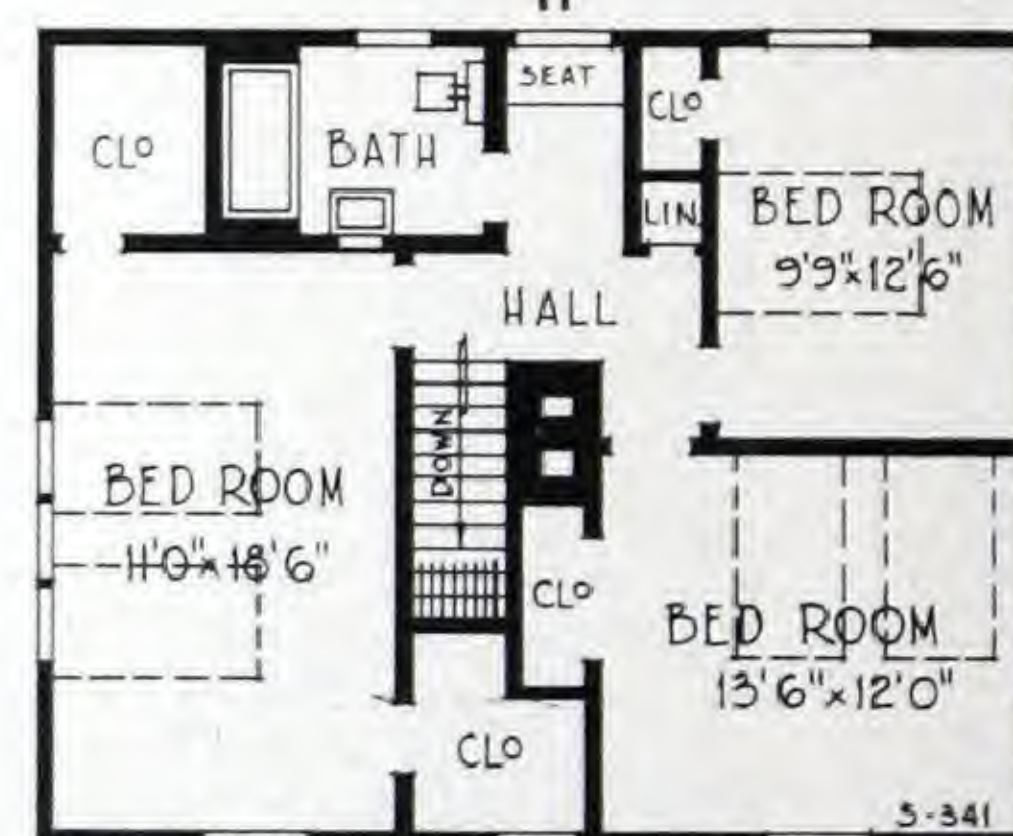
Plan 1, 18,300 Cu. Ft.
Plan 2, 23,300 Cu. Ft.

SQUARE FEET

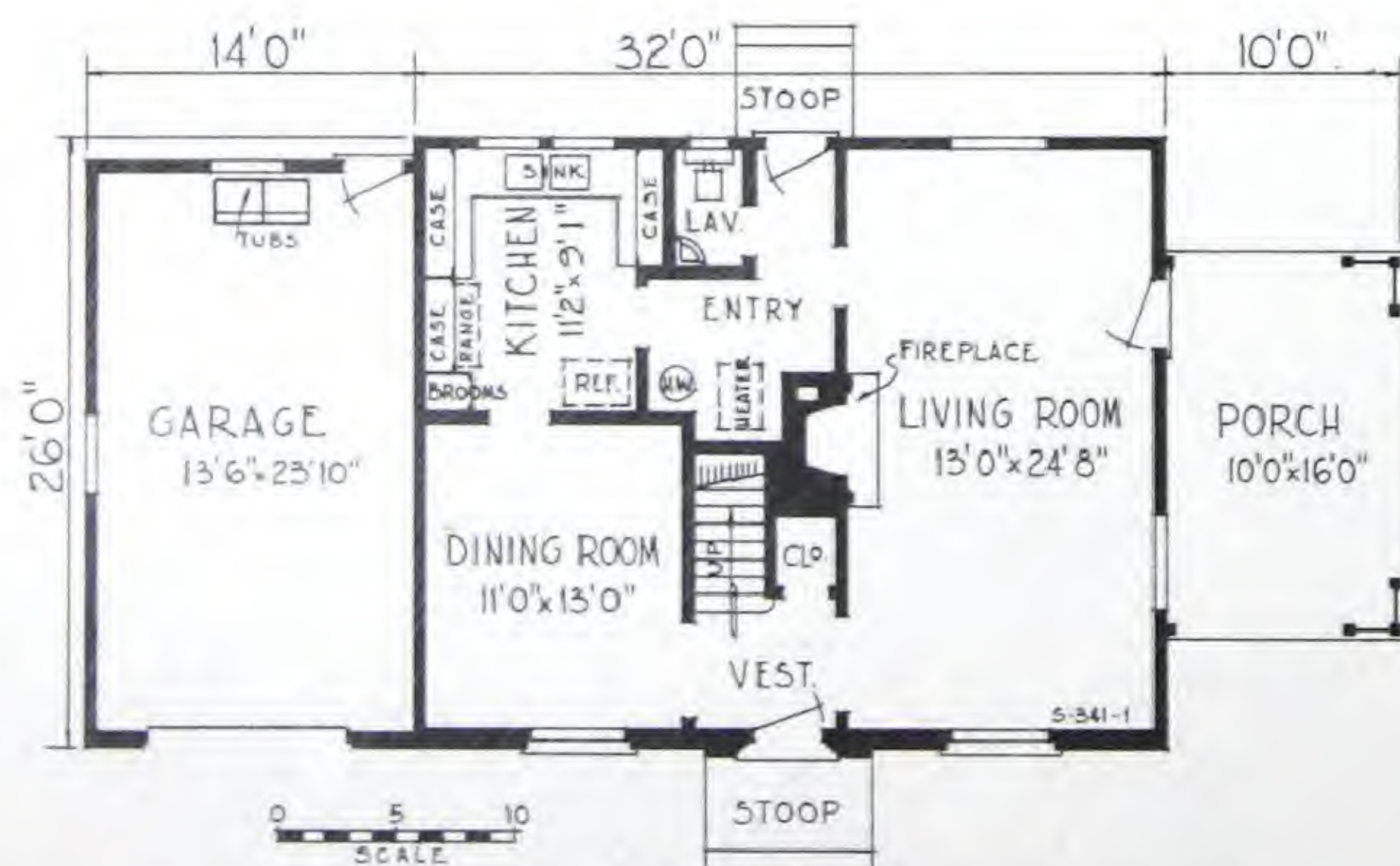
Living Area,
1st Floor.....832
Living Area,
2nd Floor.....832
Covered Porch
Area160
Garage Area.....350

S-341

One never grows tired of a home such as this early American type. It is pleasing in appearance, comfortable in its roominess and convenient in arrangement, even to the inclusion of an attached garage and large porch.



SECOND FLOOR



FIRST FLOOR - PLAN 1, WITHOUT BASEMENT



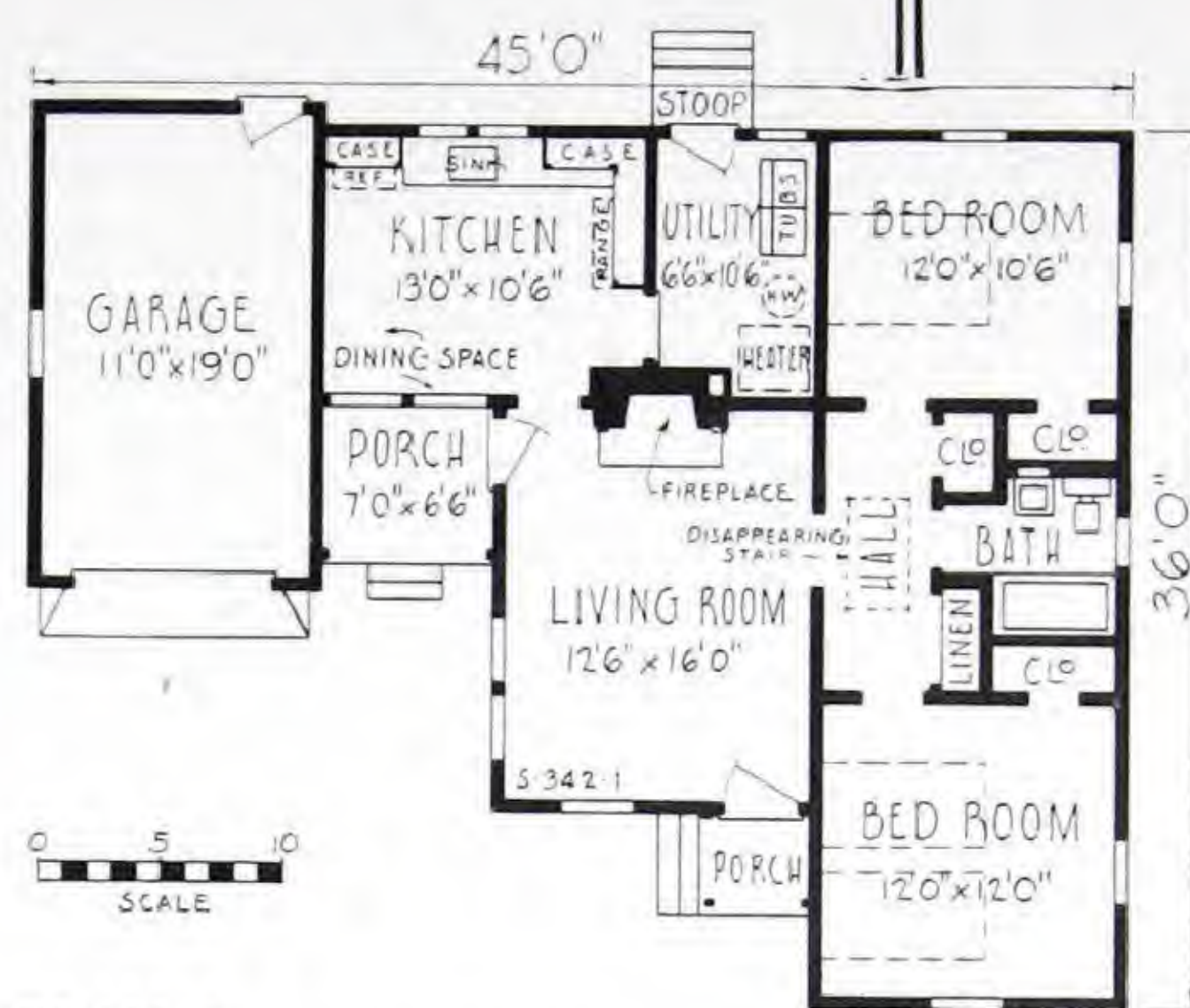
PLAN 2, WITH BASEMENT
Note that basement stair has been substituted for heater space.

S-342

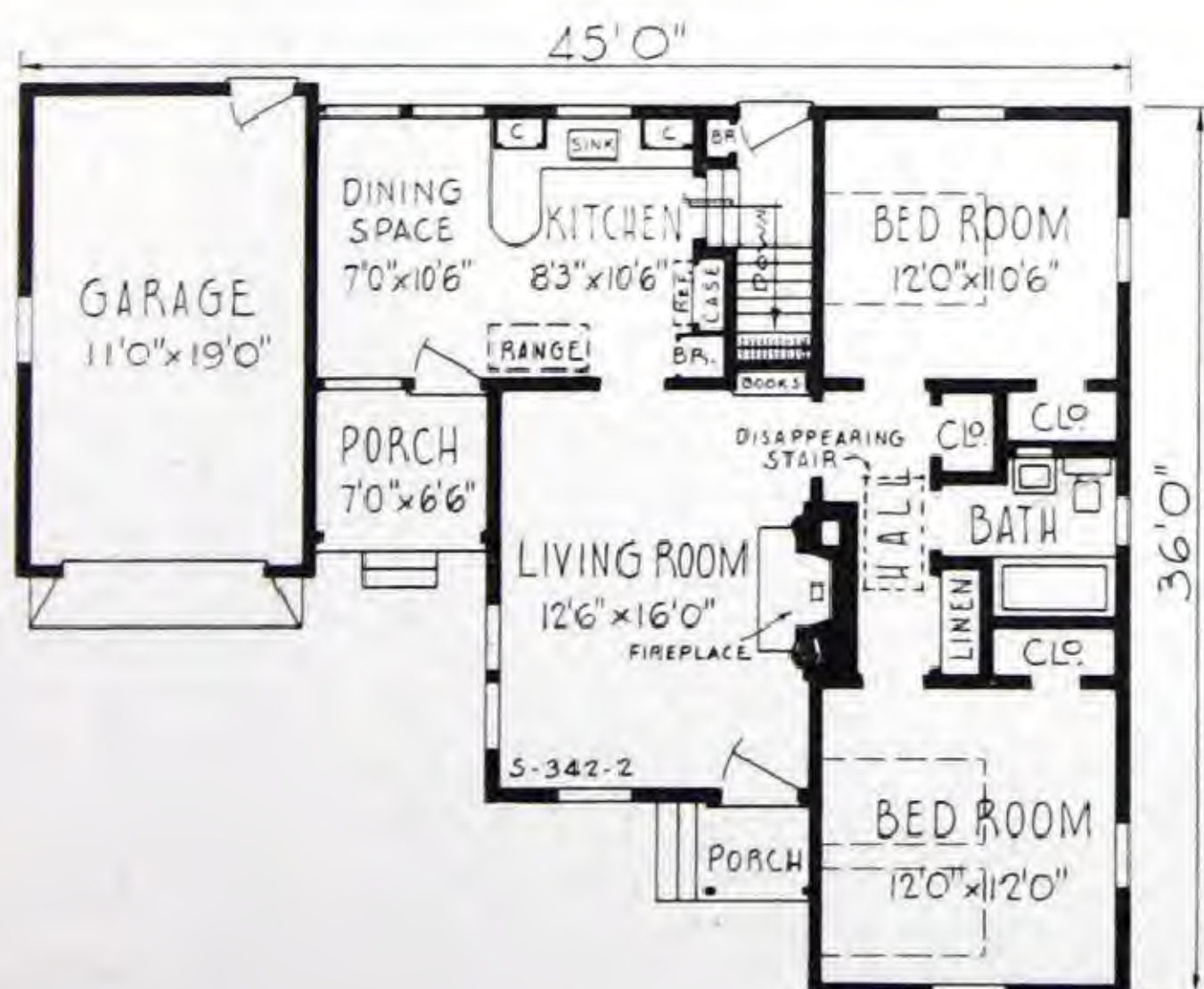
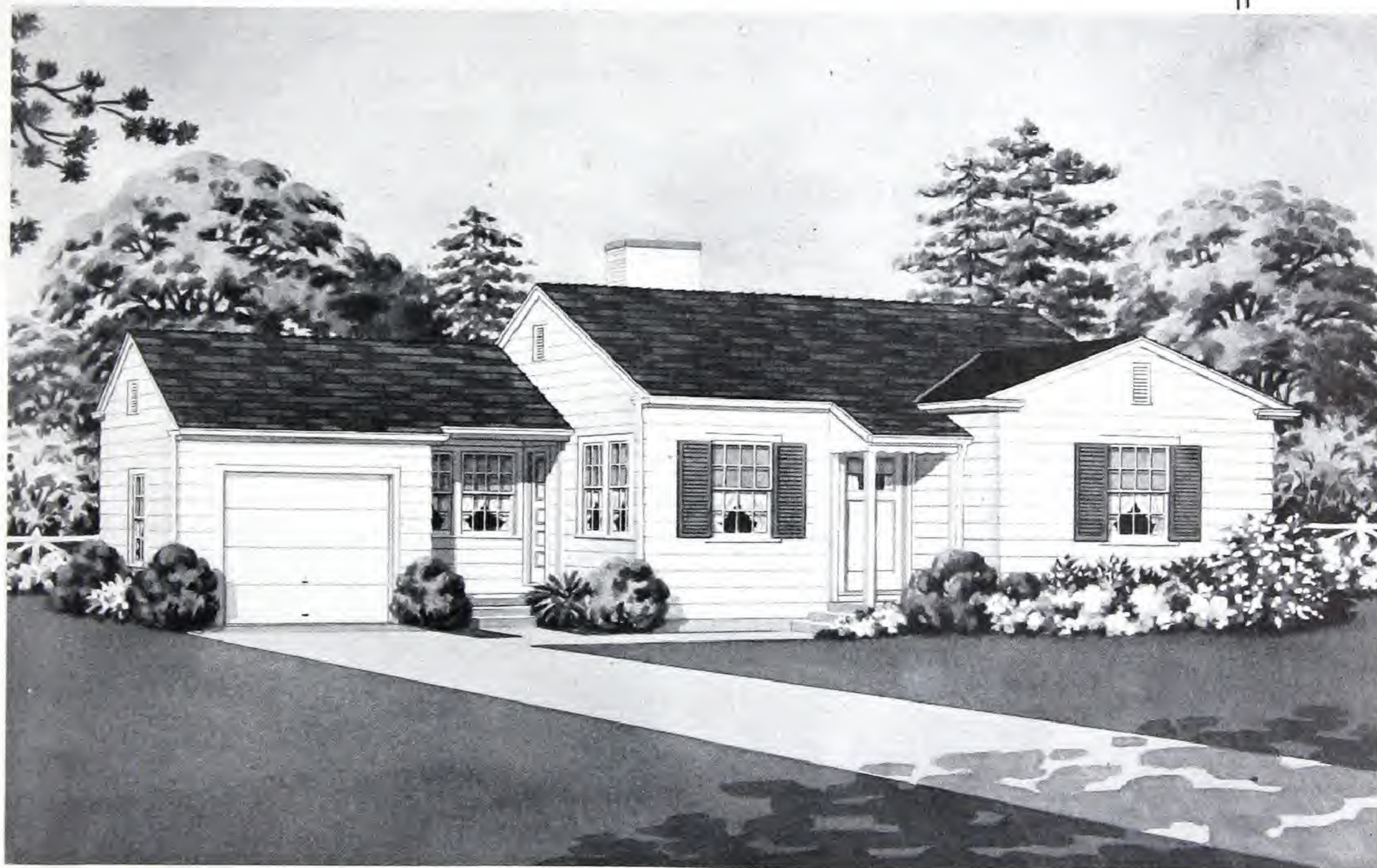
The clean cut simple lines of this Colonial design with its attached garage make this home one of the most popular. Plans are compact and designed to yield the utmost in room space. Each plan provides a fully equipped modern kitchen combined with convenient dining space.

SQUARE FEET PLAN 1 & 2

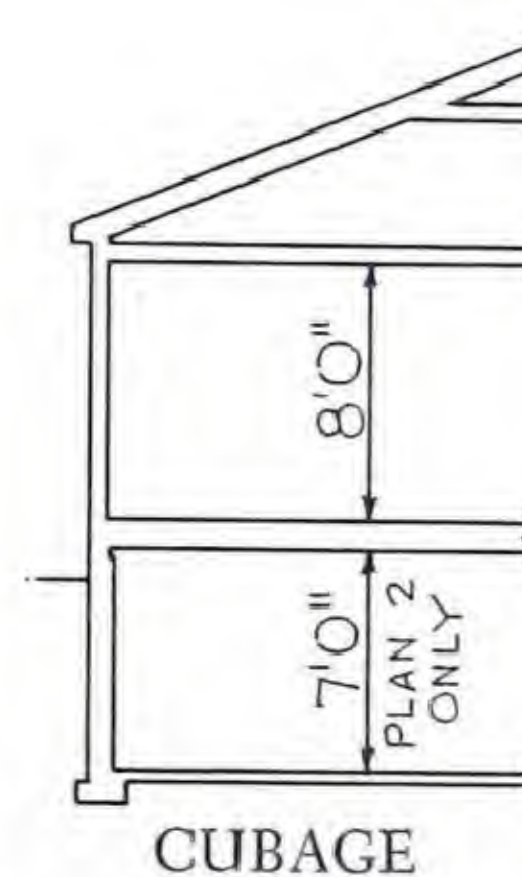
Living Area	923
Covered Porch Area	64
Garage Area	232



PLAN 1,
WITHOUT BASEMENT

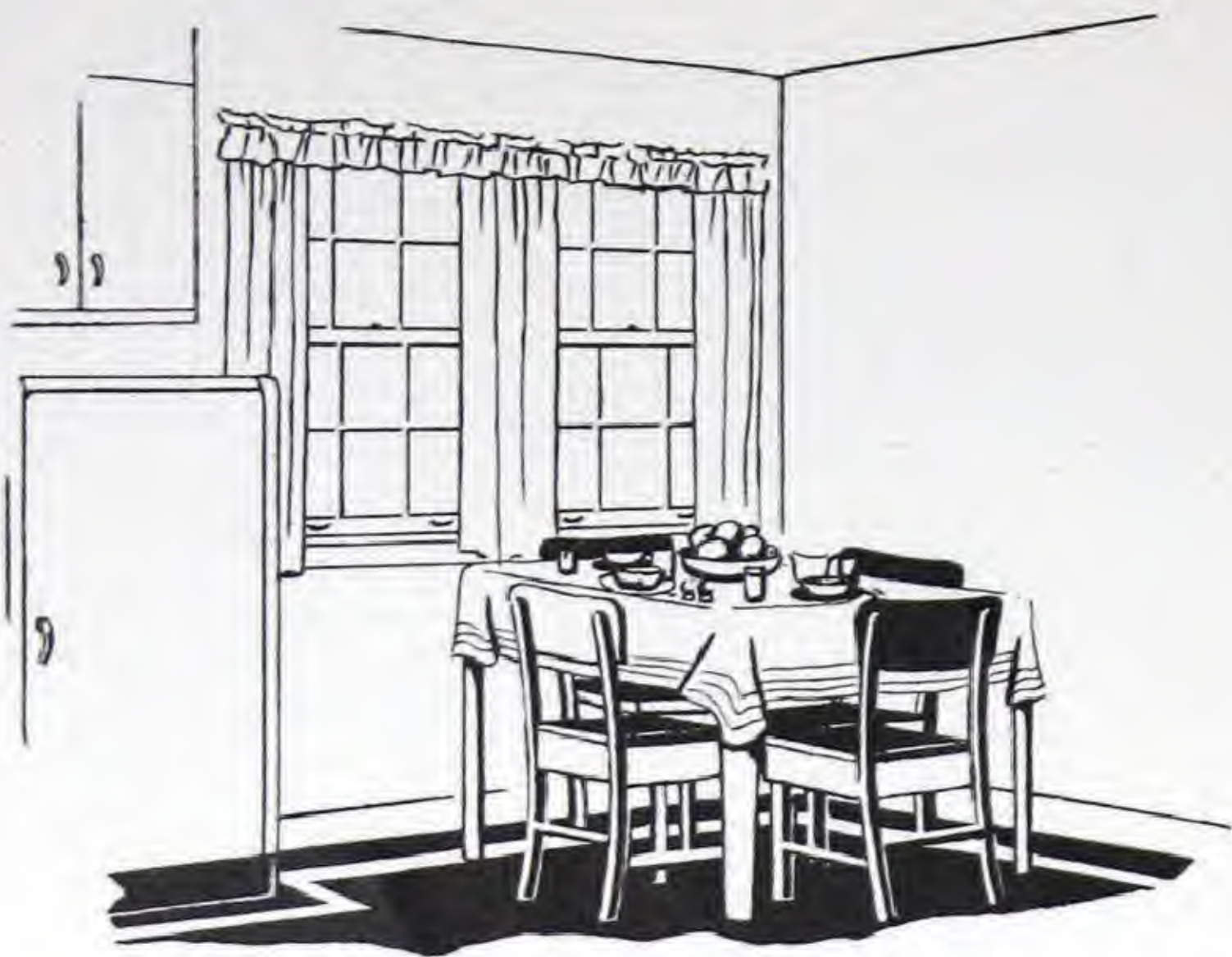


PLAN 2,
WITH
BASEMENT



CUBAGE

Plan 1	15,150 Cu. Ft.
Plan 2	18,000 Cu. Ft.



The Dining Space

S-343

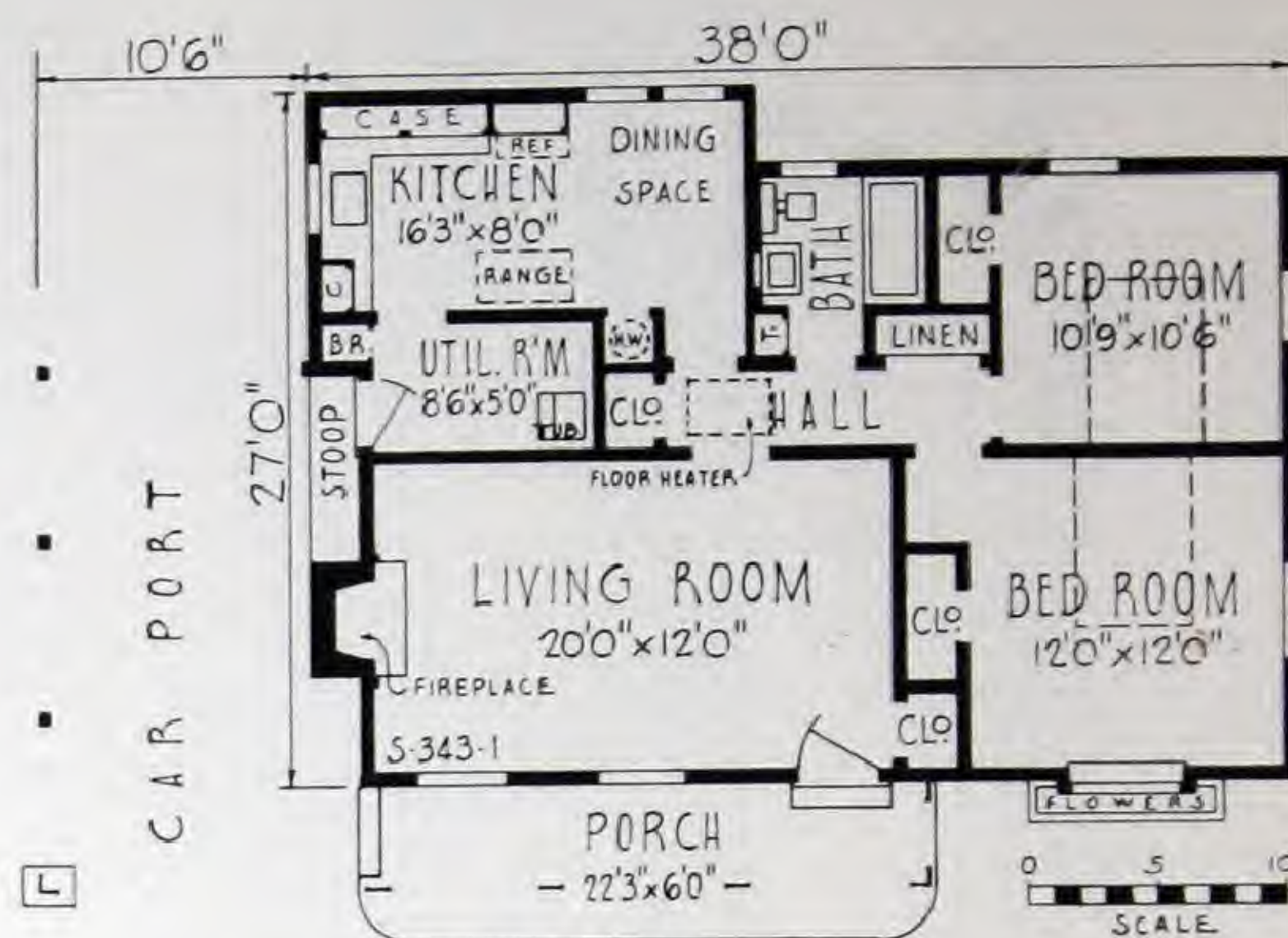
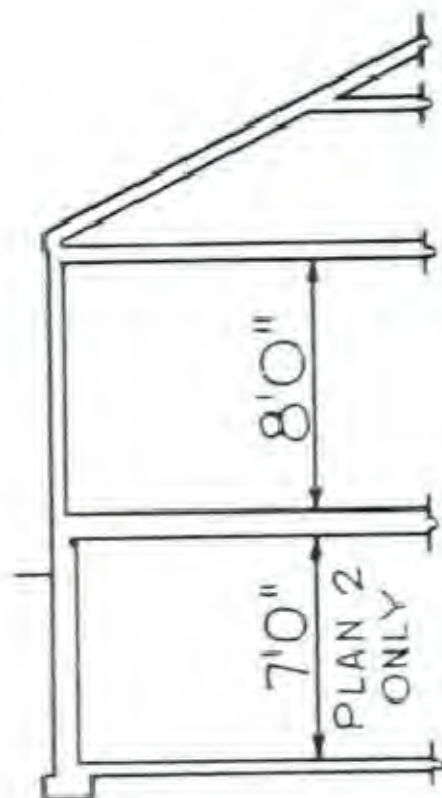
The pleasing home illustrated below shows a broad comfortable porch and a conveniently attached car port so much desired. The floor plan is worth careful study by those who look for refinement and individuality.

CUBAGE

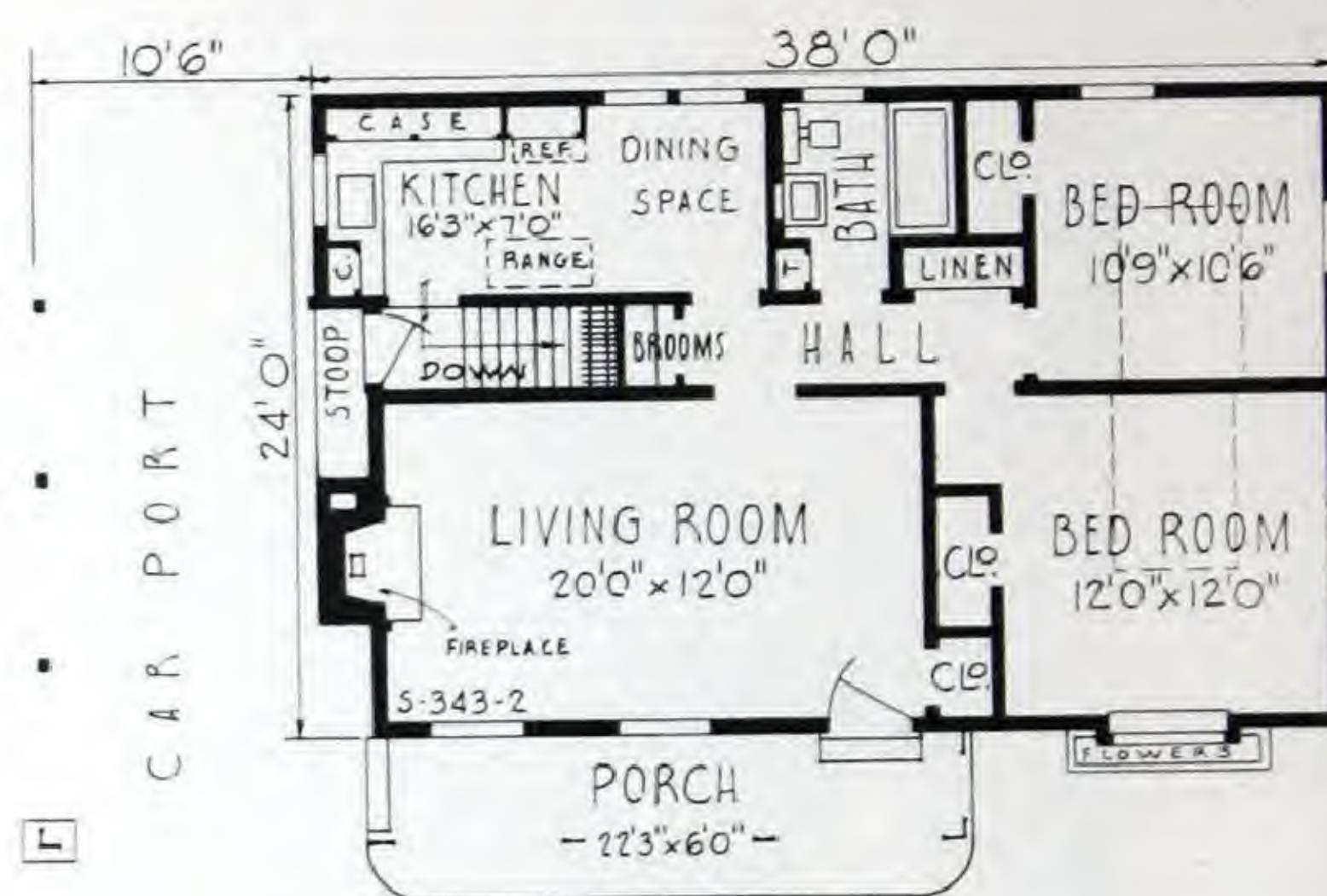
Plan 1.....15,670 Cu. Ft.
Plan 2.....20,650 Cu. Ft.

SQUARE FEET

Living Area, Plan 1.....931
Living Area, Plan 2.....880
Covered Porch Area.....130
Car Port Area.....256



PLAN 1, WITHOUT BASEMENT

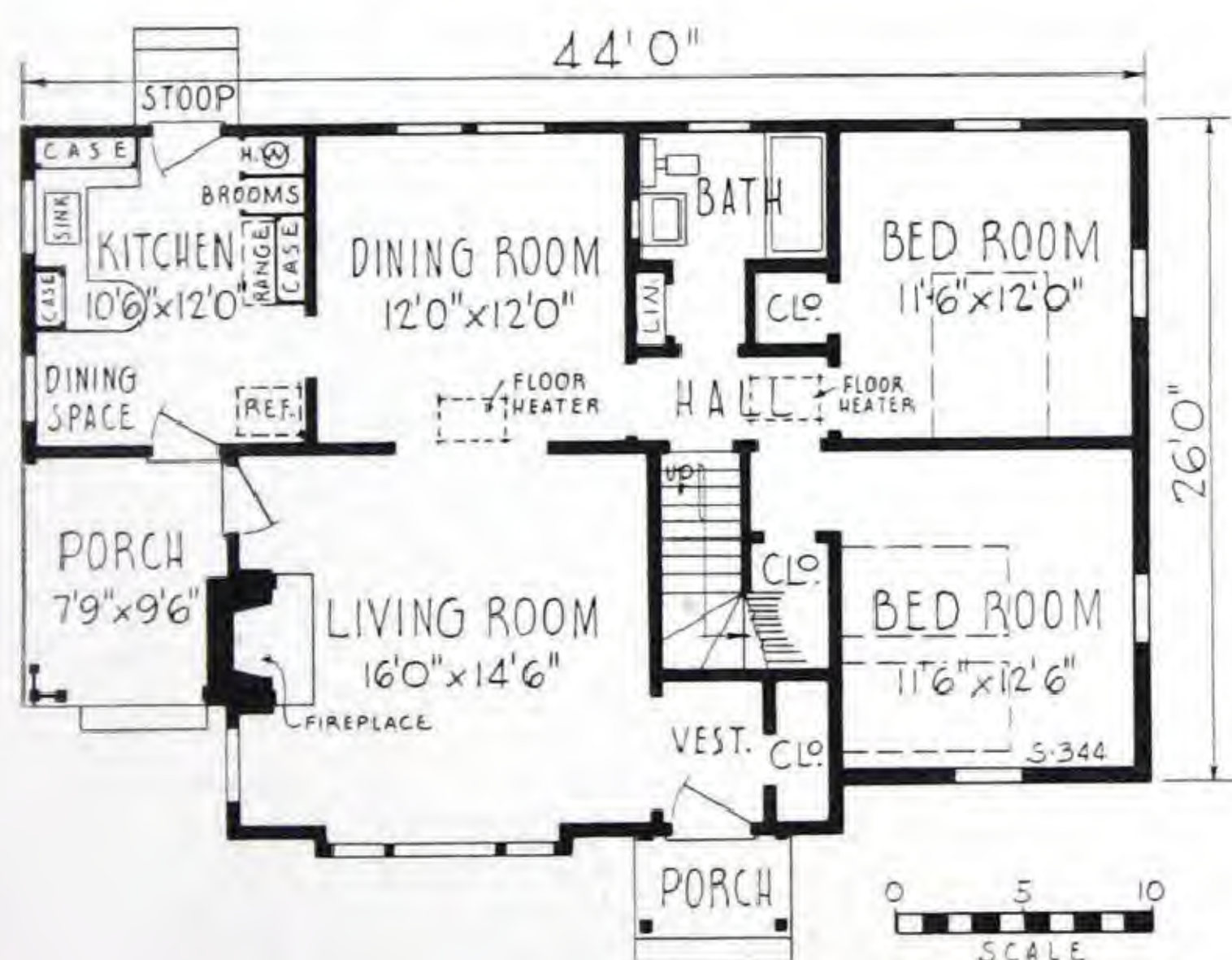


PLAN 2, WITH BASEMENT



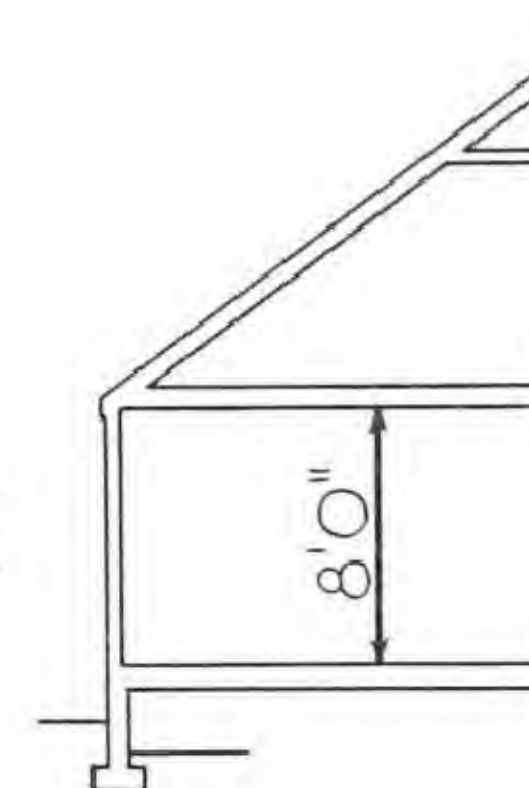


S-344



This home, designed along traditional Colonial lines, is not only modern in exterior appointment, but up-to-the-minute in its interior plan. Five large rooms, arranged conventionally, form a practical living area. A stair to attic is provided.

★
CUBIC FEET
16,820
SQUARE FEET
Living Area 1095
Covered Porch Area... 78
★

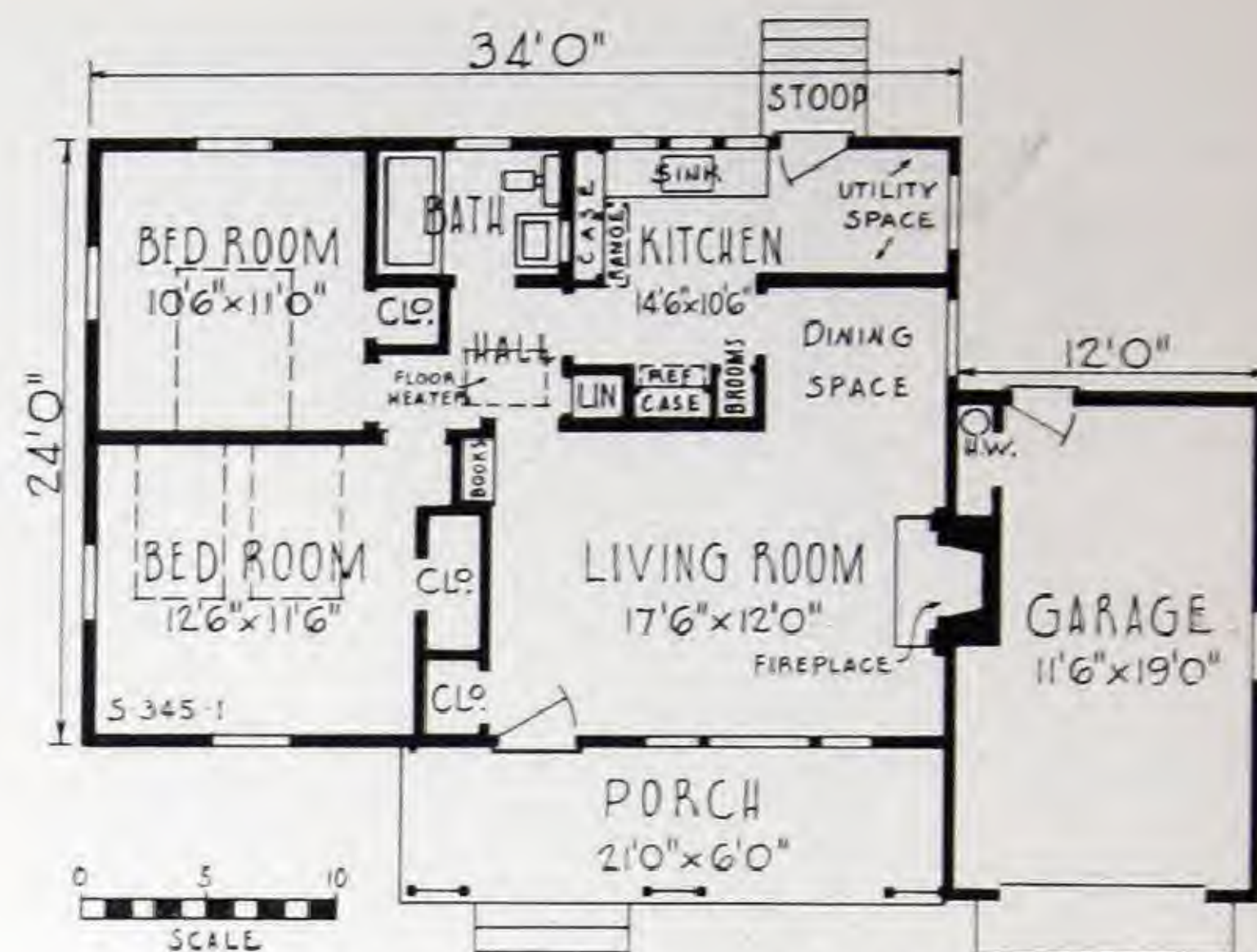


★ PICTURE WINDOWS ★

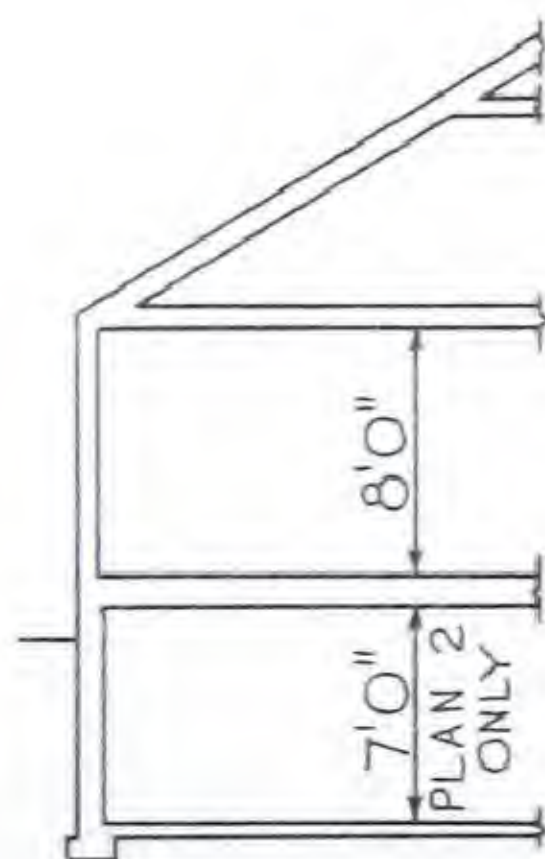
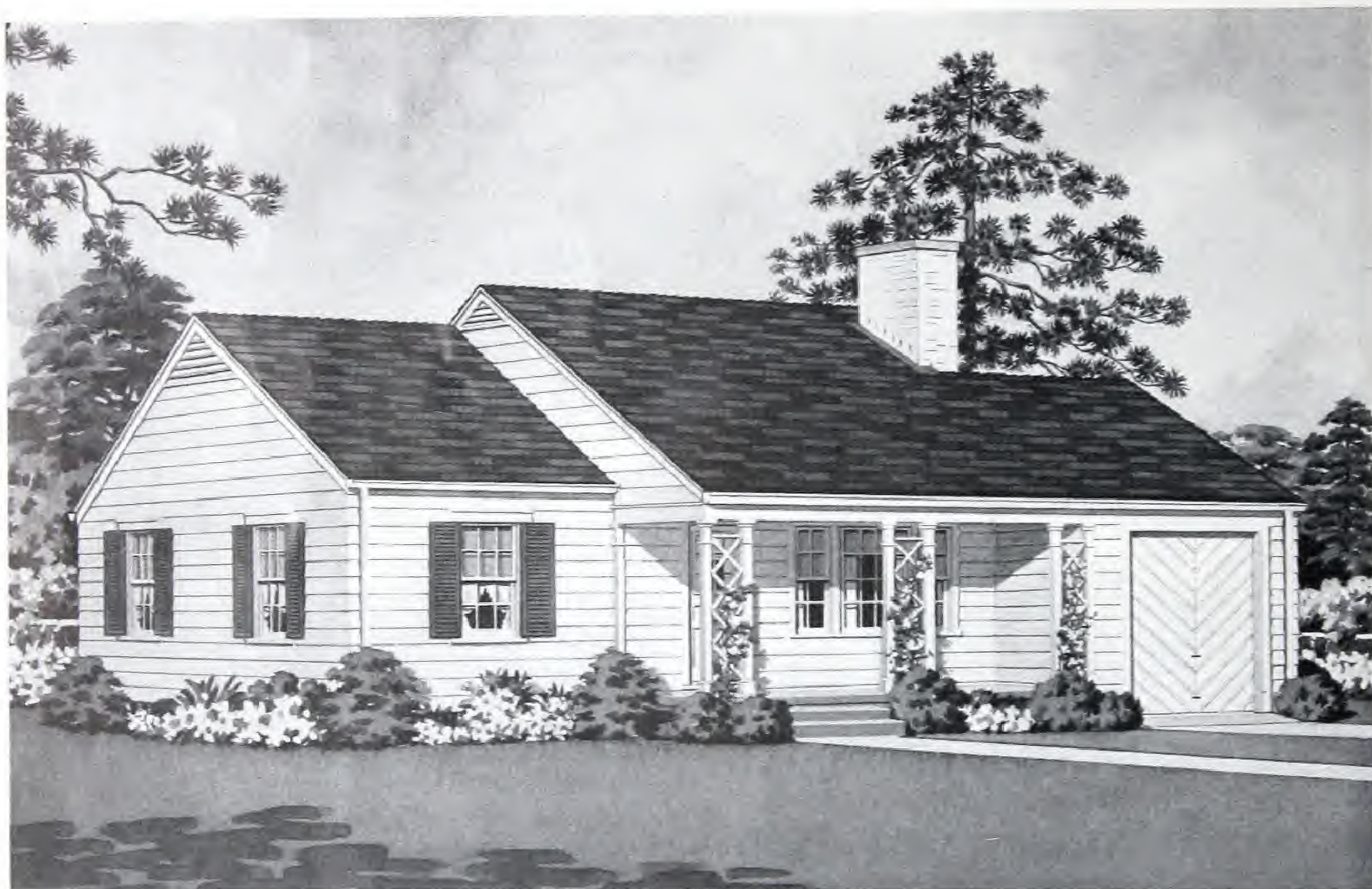
Great stress is placed on the inclusion of picture windows in modern homes. Because of their larger size, these windows let in more light and afford an unbroken picturesque, intriguing view which contributes more to the livability of a room than paintings or tapestries could ever do. Today, they are standard items and may be had at a cost within moderate reason.

S-345

At first glance this little Colonial design expresses home and pleasing hospitality. The broad comfortable porch and attached garage are desirable features. Nothing has been overlooked which may contribute to interior efficiency, utility and comfort.



PLAN 1, WITHOUT BASEMENT

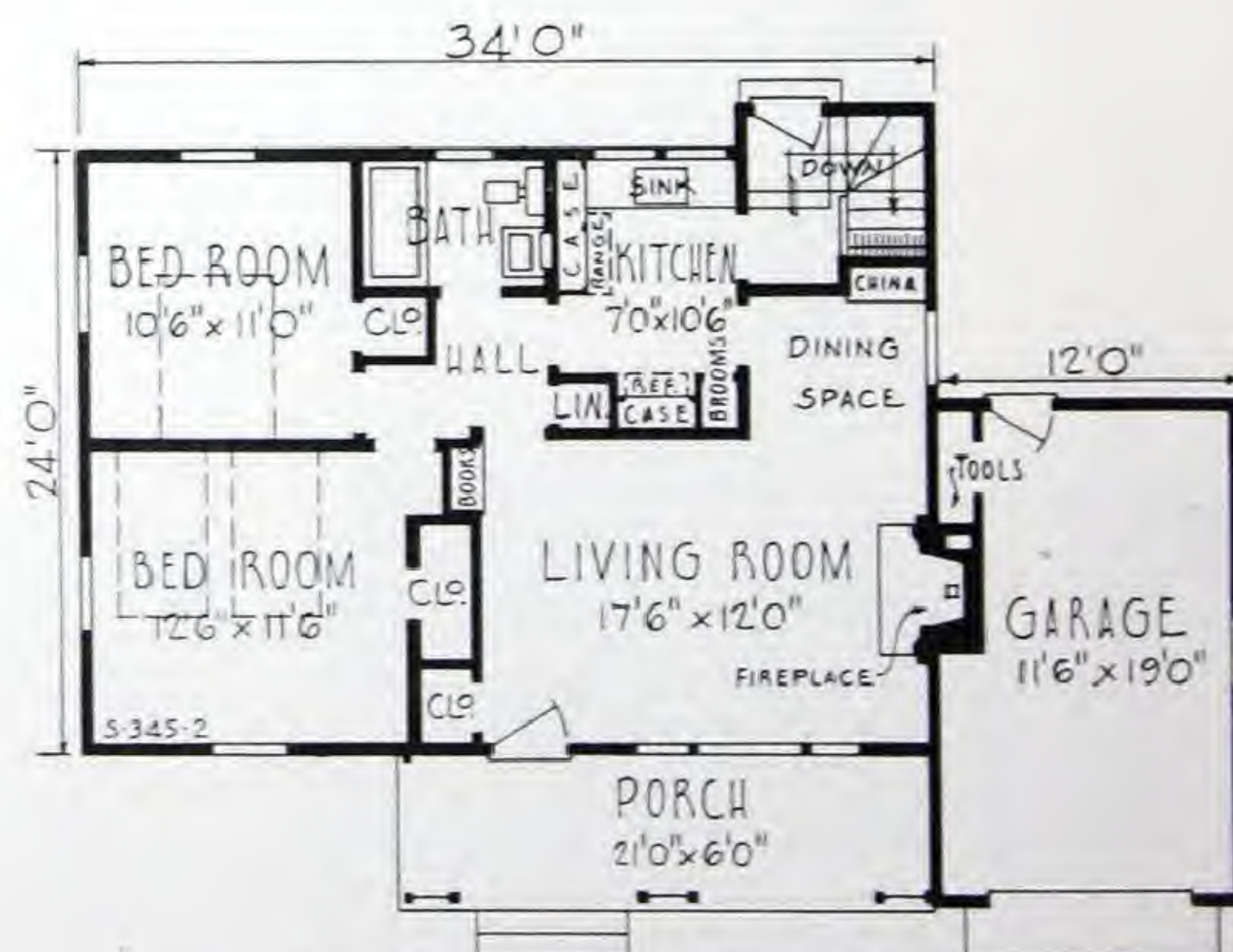


CUBAGE

Plan 1.....12,210 Cu. Ft.
Plan 2.....17,330 Cu. Ft.

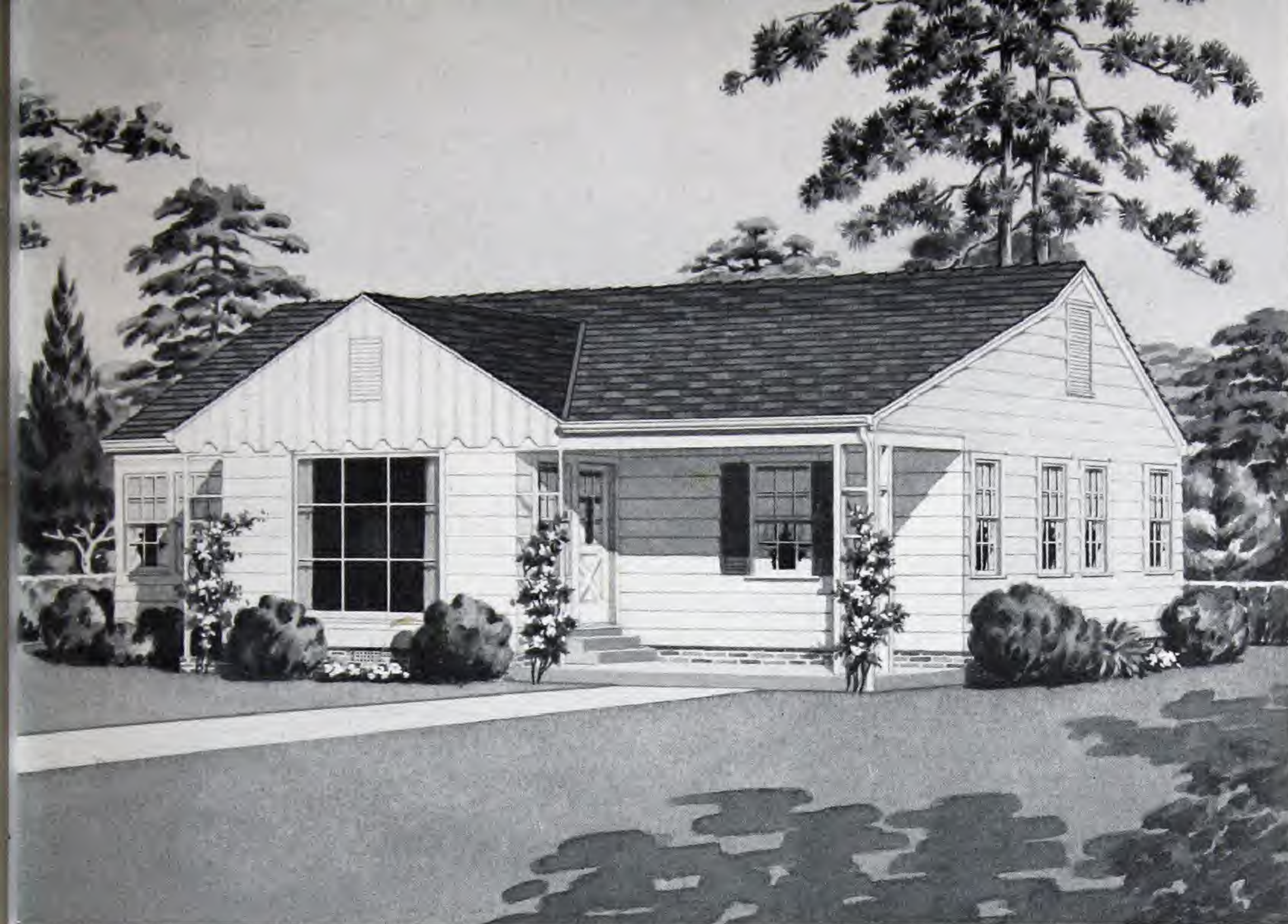
SQUARE FEET

Living Area, Plan 1.....816
Living Area, Plan 2.....832
Covered Porch Area,
Plan 1 & 2.....126
Garage Area, Plan 1 & 2....240



PLAN 2, WITH BASEMENT

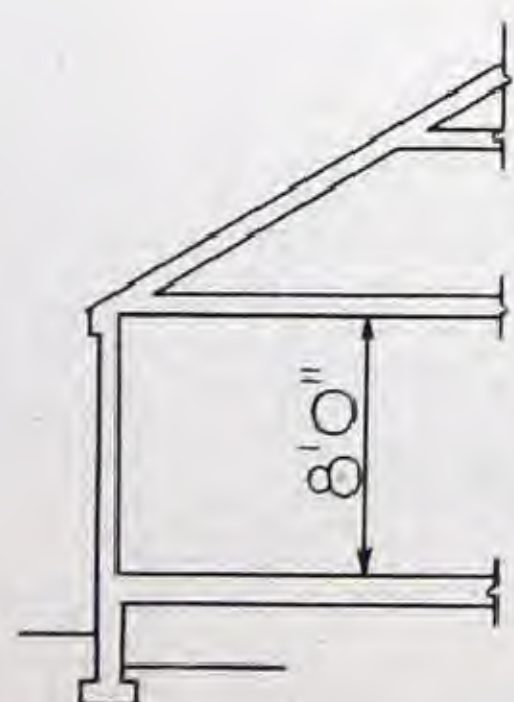
Plans for any design illustrated in this book are also available in reverse.



S-346



What could be more attractive and desirable than this charming six room home? Do not overlook the comfortable porch, large living room, three bed rooms and modern equipped utility kitchen. Note the large picture window.



★
CUBIC FEET
16,730
SQUARE FEET
Living Area 1162
Covered Porch
Area 124
★



Living Room — Picture Window

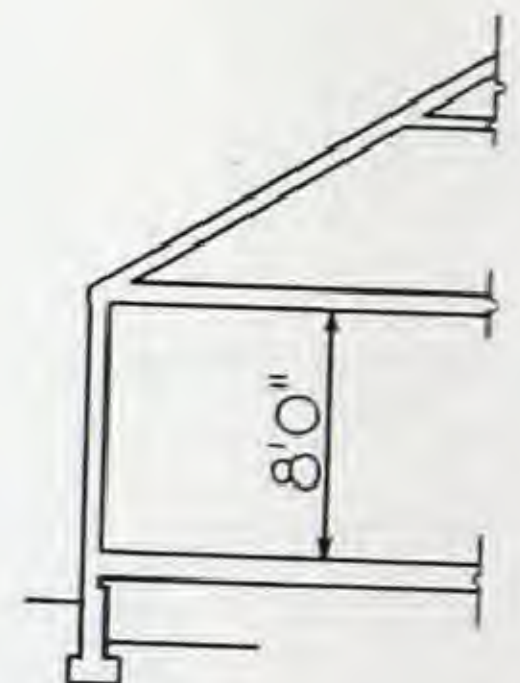


A complete five room home featuring large rooms, all with cross ventilation and a cozy fireplace. The ample kitchen is designed for efficiency and contains an abundance of cabinet facilities. While the exterior as shown is colorful, many other color schemes may be easily adapted.

S-347

CUBIC FEET
14,180

SQUARE FEET
Living Area 956
Covered Porch Area.... 88

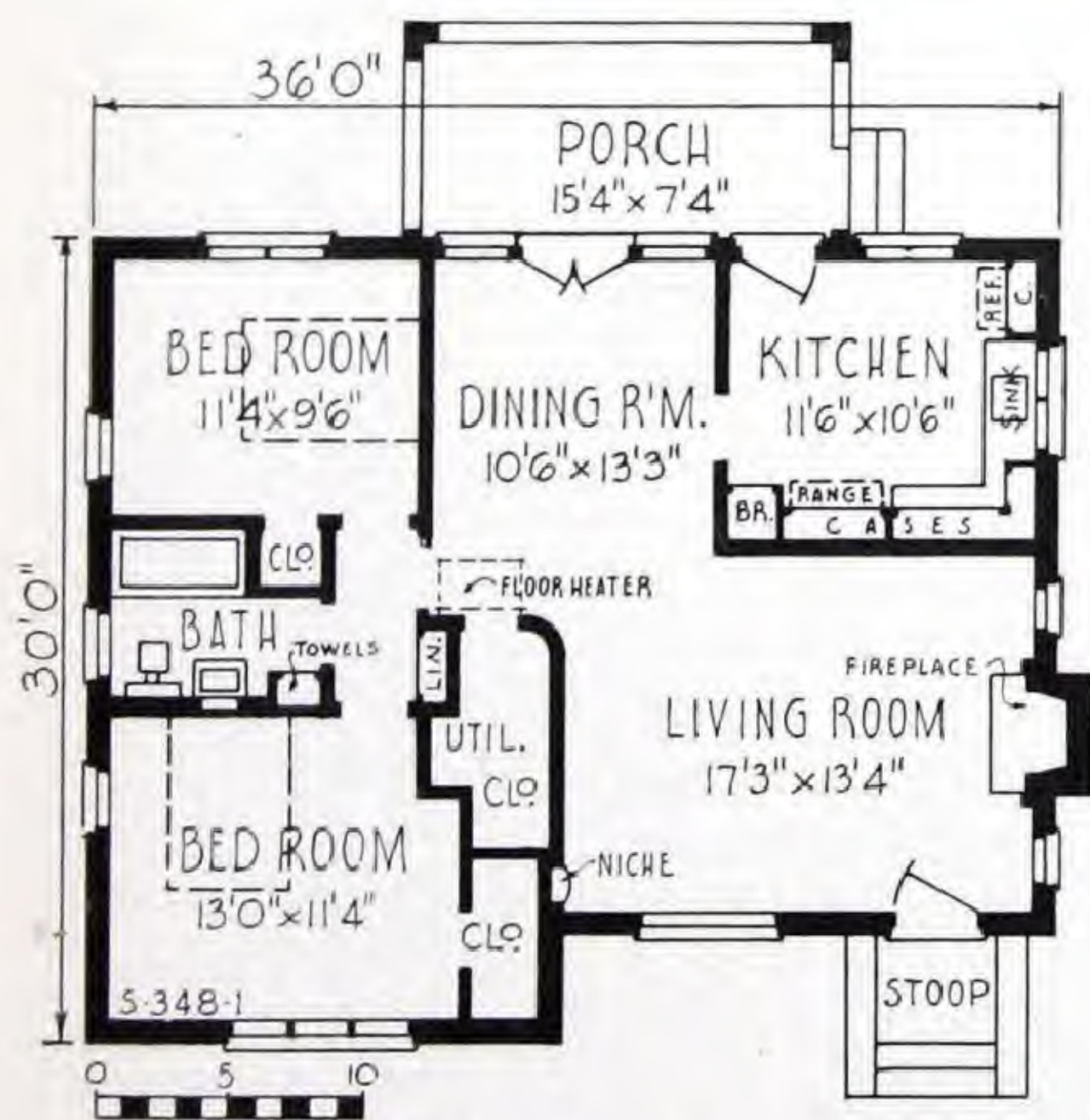


A Modern Fireplace

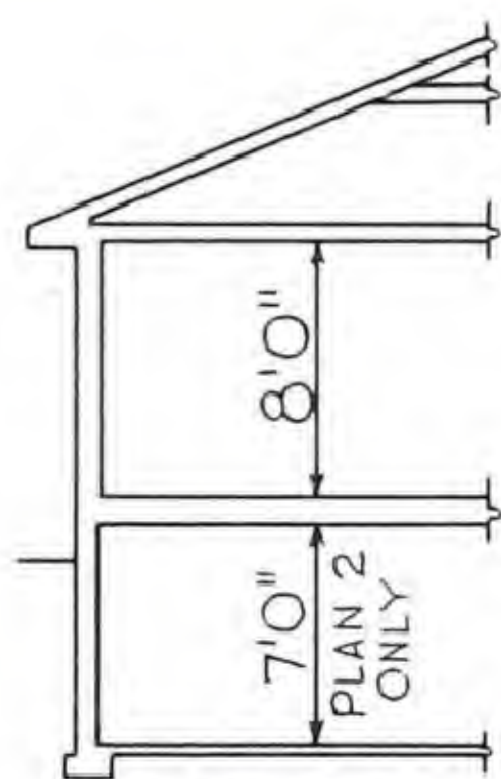
S-348

A trim small home designed with colorful roof, white painted brick walls and shingled gable. The interior provides five large well equipped rooms including the modern kitchen. The garden porch at rear is desirable. Concrete block walls could be used in place of brick.

Featuring a
Towel Cabinet



PLAN 1, WITHOUT BASEMENT

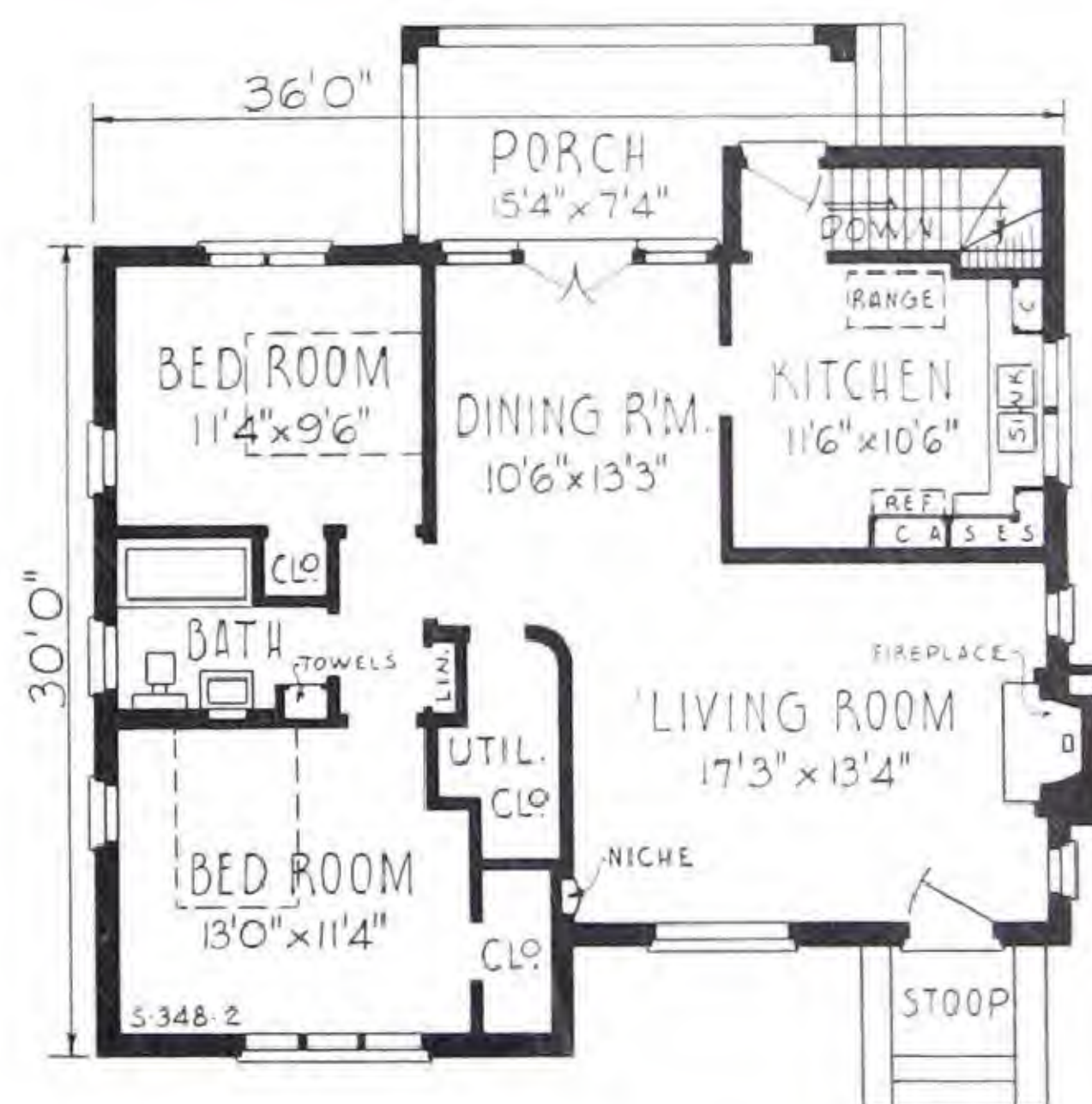


CUBAGE

Plan 1.....14,000 Cu. Ft.
Plan 2.....20,560 Cu. Ft.

SQUARE FEET

Living Area, Plan 1.....1007
Covered Porch Area,
Plan 1 133
Living Area, Plan 2.....1051
Covered Porch Area,
Plan 2 105



PLAN 2, WITH BASEMENT



CUBAGE

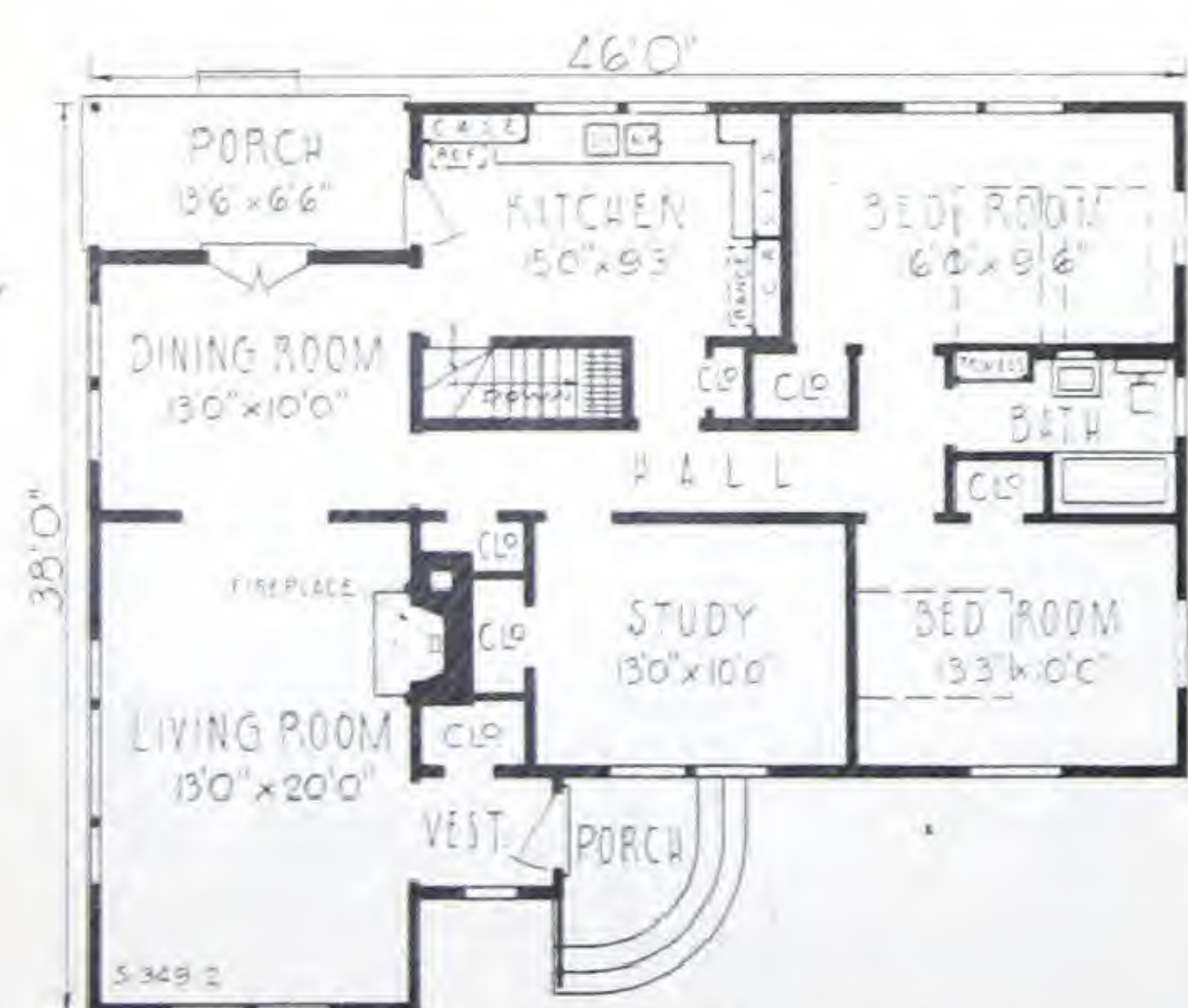
Plan 1...18,400 Cu. Ft.
Plan 2...23,870 Cu. Ft.

SQUARE FEET

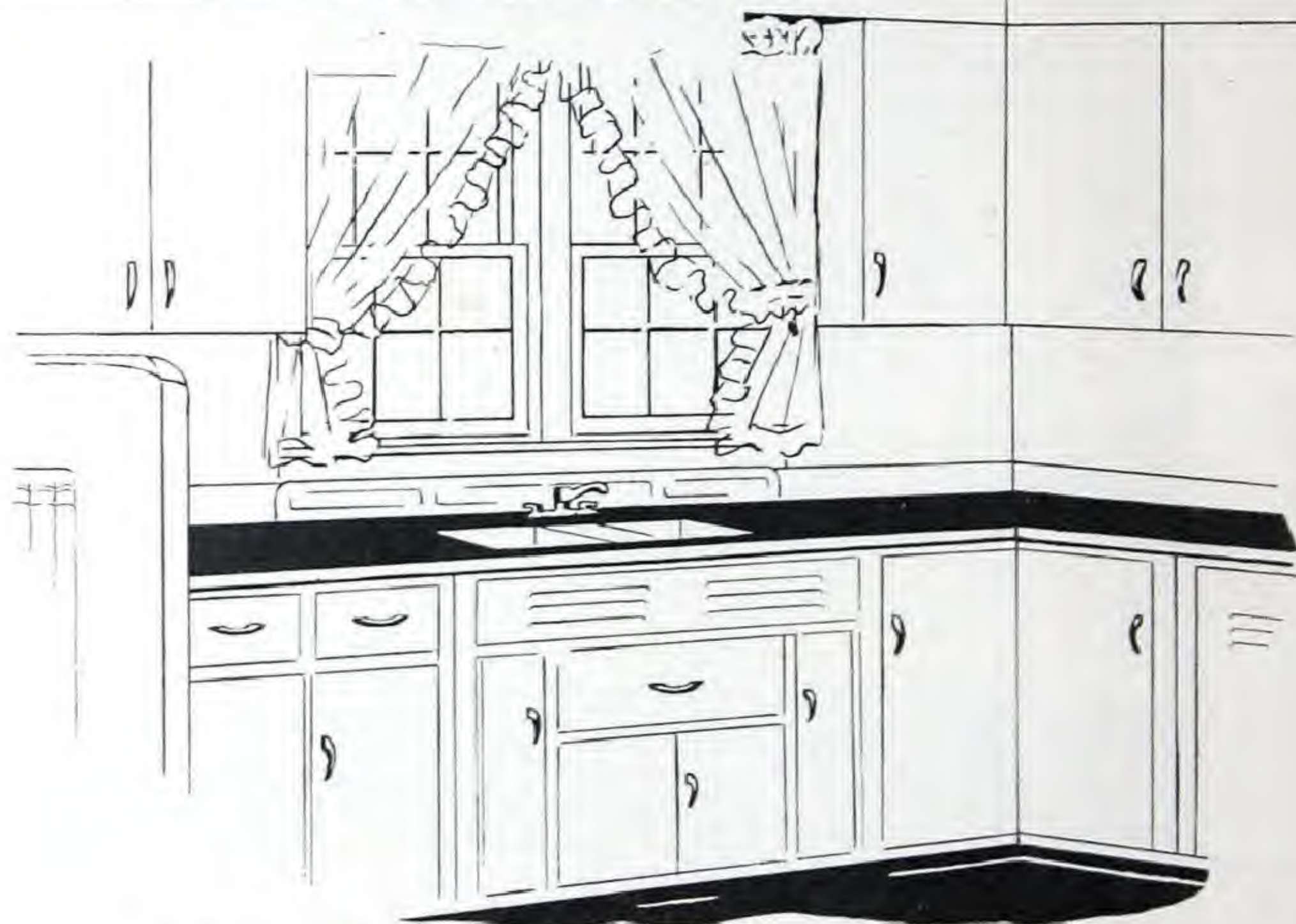
Living Area,
Plan 1 & 2.....1370
Covered Porch Area 88



PLAN 1, WITHOUT BASEMENT



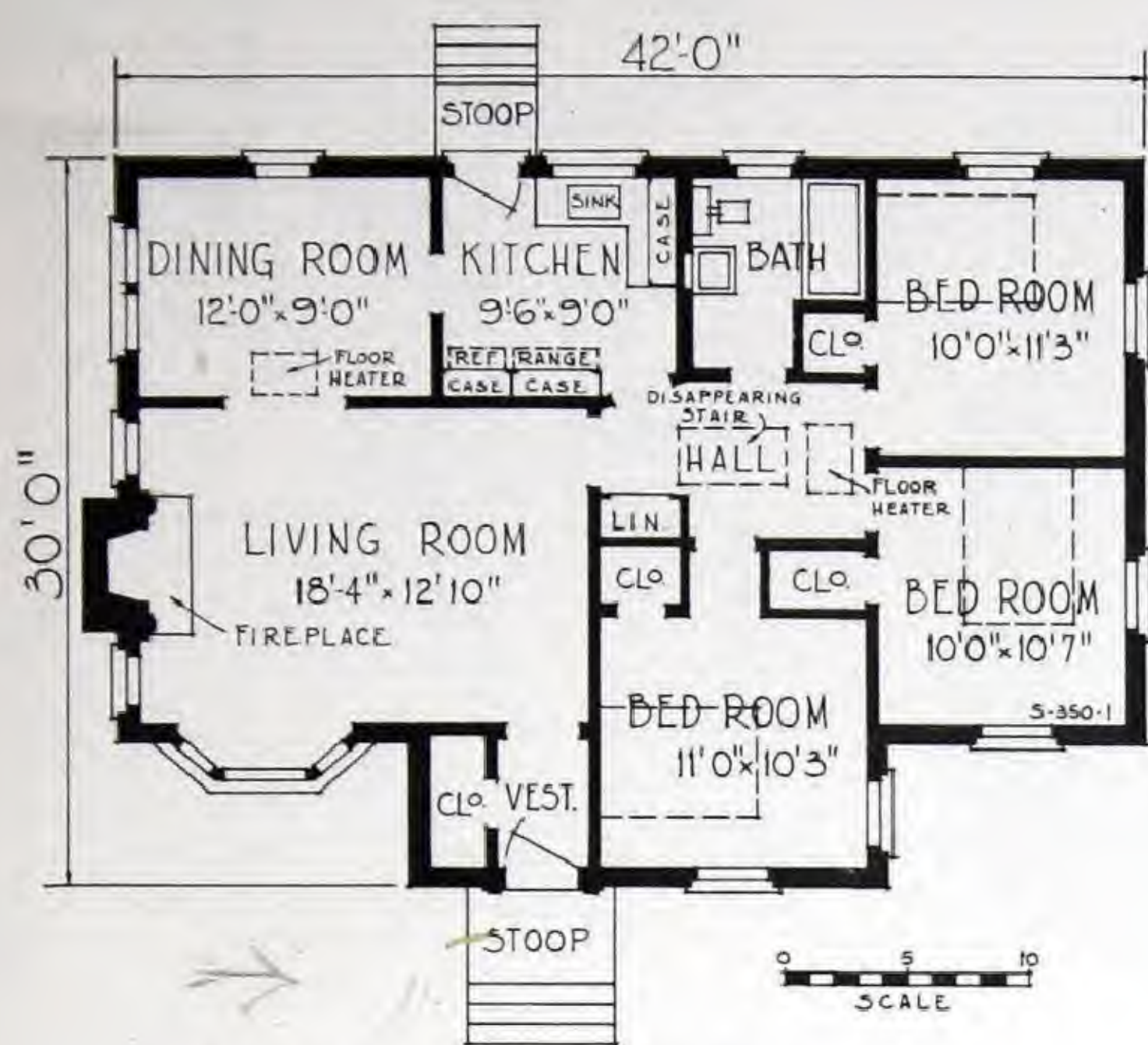
PLAN 2, WITH BASEMENT



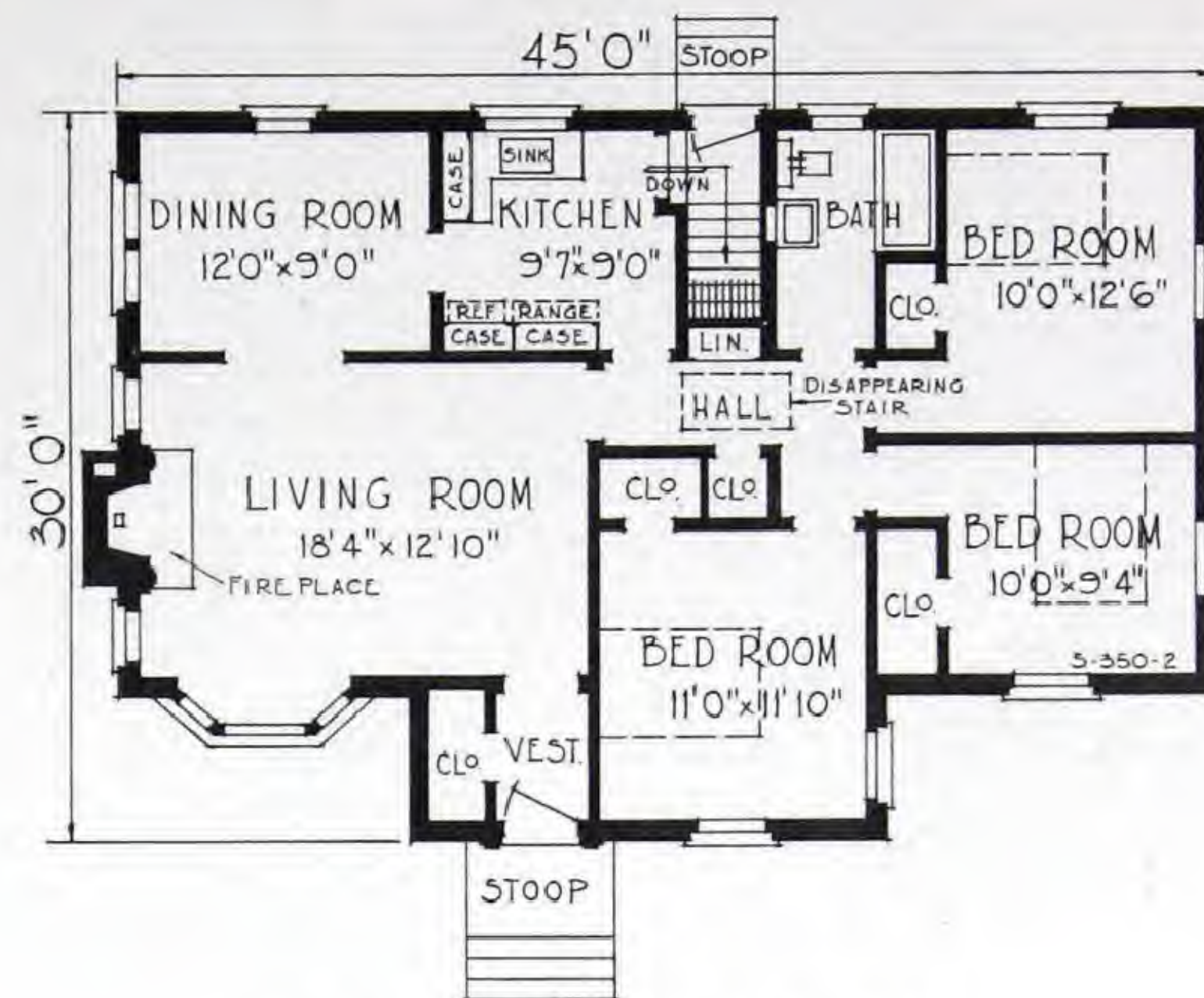
The Modern Kitchen
(For Plan 2)

S-349

This six room dwelling includes two bed rooms and a study which can also be used as a bed room if desired. Do not overlook the pleasing exterior design and the rear garden porch. The centrally located hall provides access to all rooms. There are plenty of closets and a fully equipped modern kitchen.

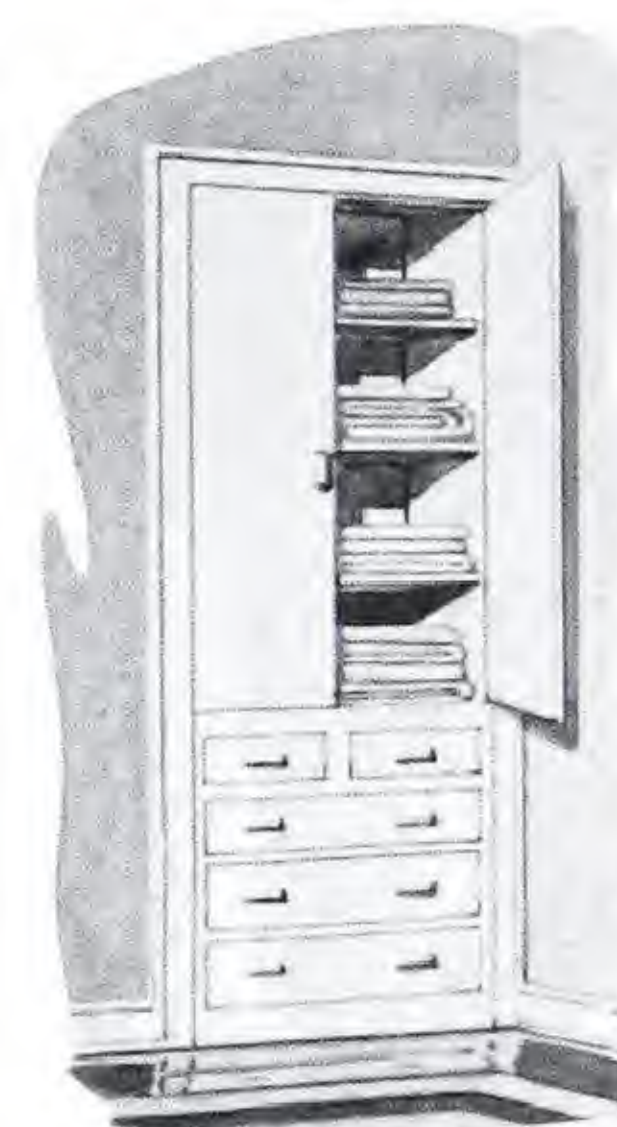


PLAN 1, WITHOUT BASEMENT



PLAN 2, WITH BASEMENT

Picture this home built of brick with siding in the gables, all painted white, with colorful shutters and located in a southern landscape. The plans show a large living room, dining room, modern kitchen and three bed rooms all equipped for easy housekeeping.



The Linen Cabinet

S-350

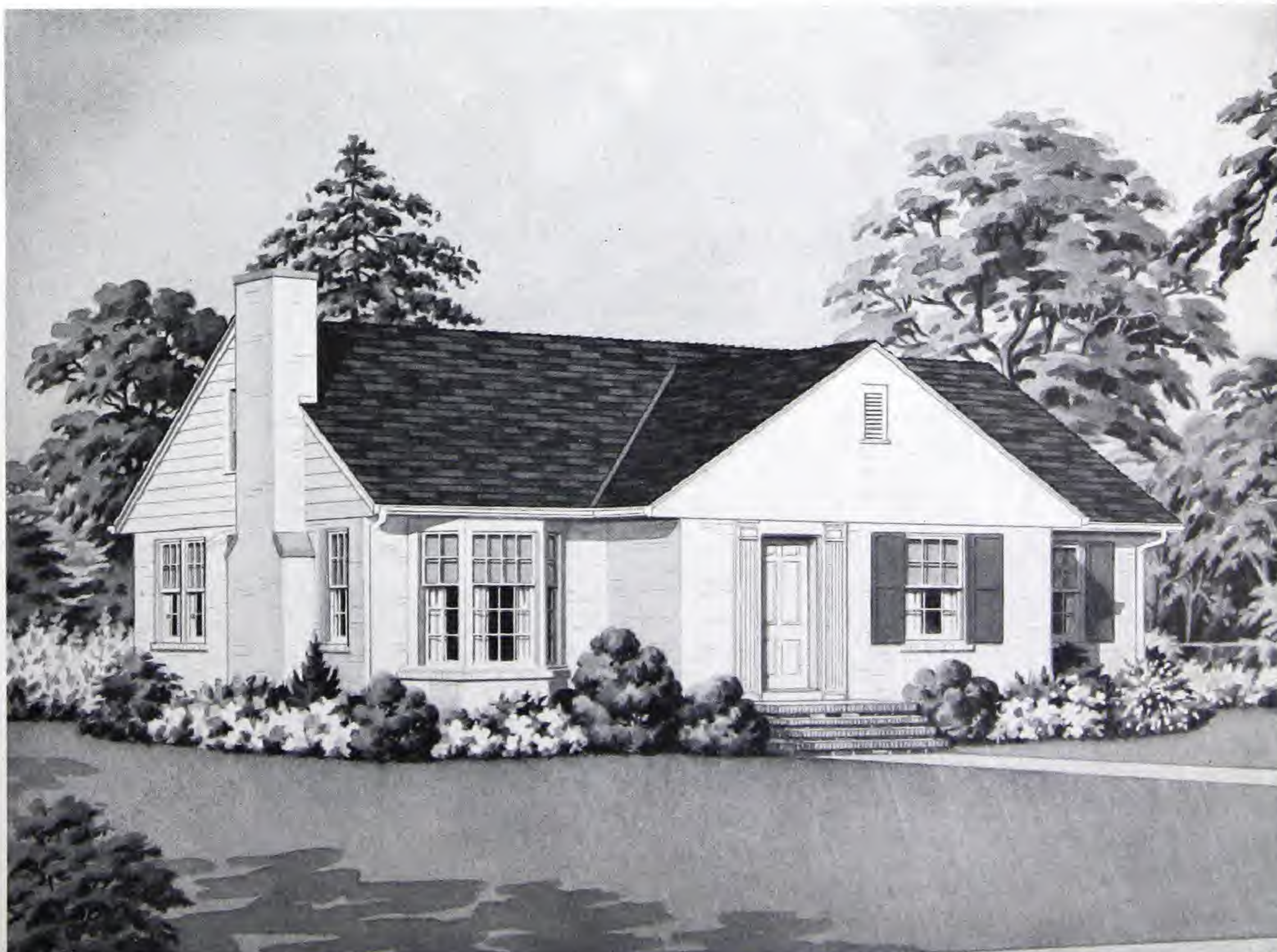


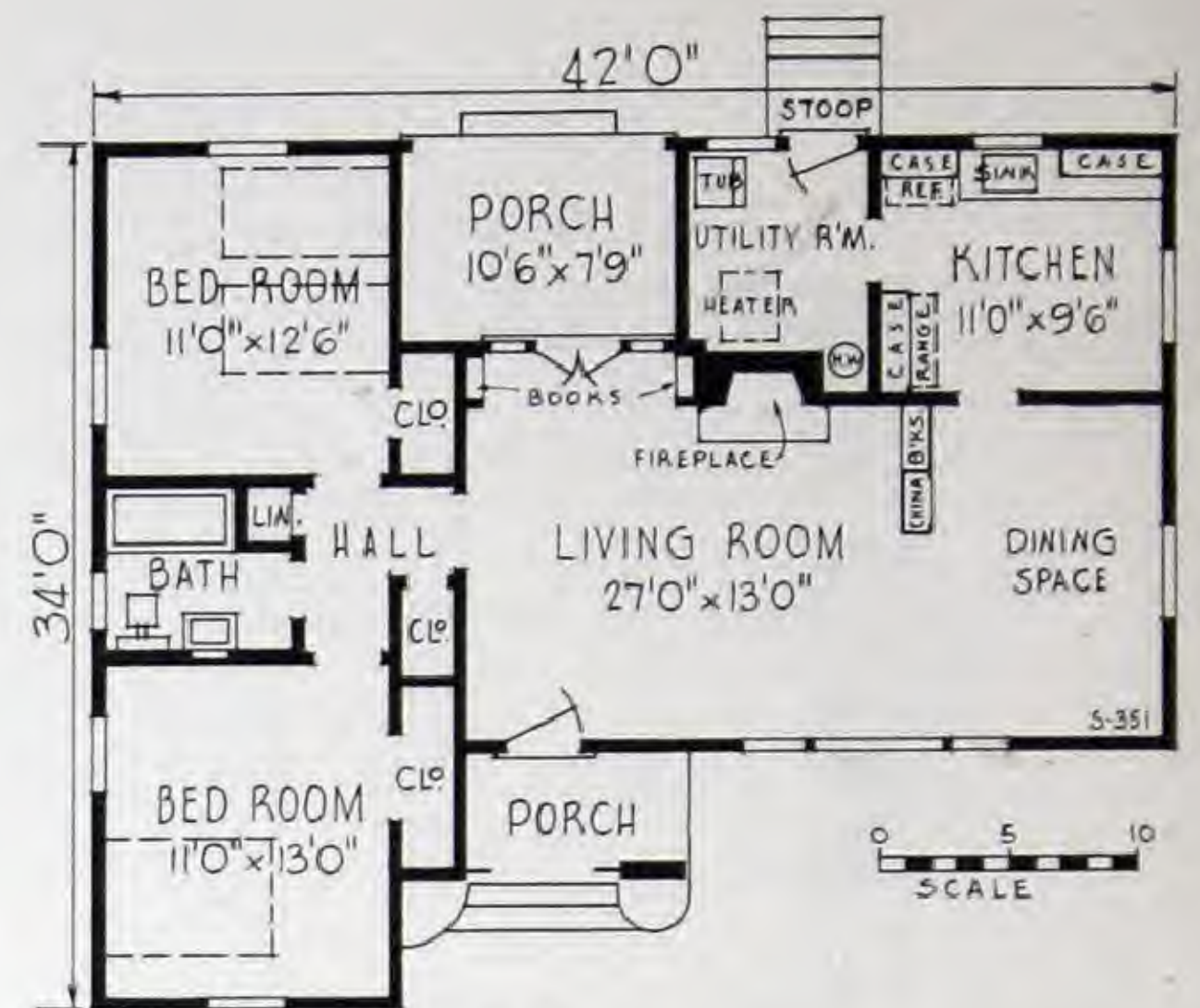
CUBAGE

Plan 1.....16,500 Cu. Ft.
Plan 2.....24,000 Cu. Ft.

SQUARE FEET

Living Area, Plan 1..1134
Living Area, Plan 2..1206





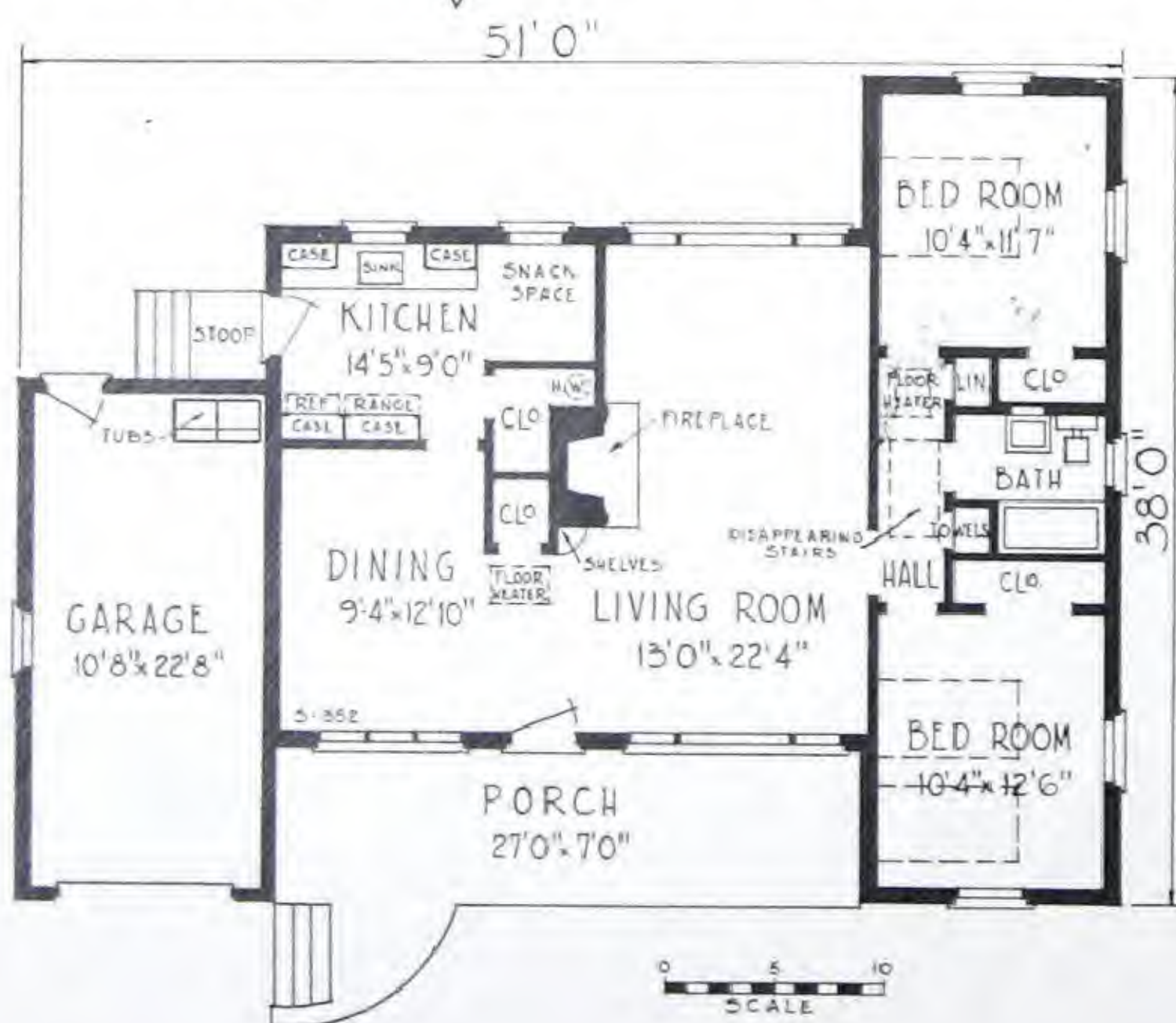
← **S-351** →

Cubage 16,011 Cu. Ft.
Living Area 1,059 Sq. Ft.
Porch Area 125 Sq. Ft.



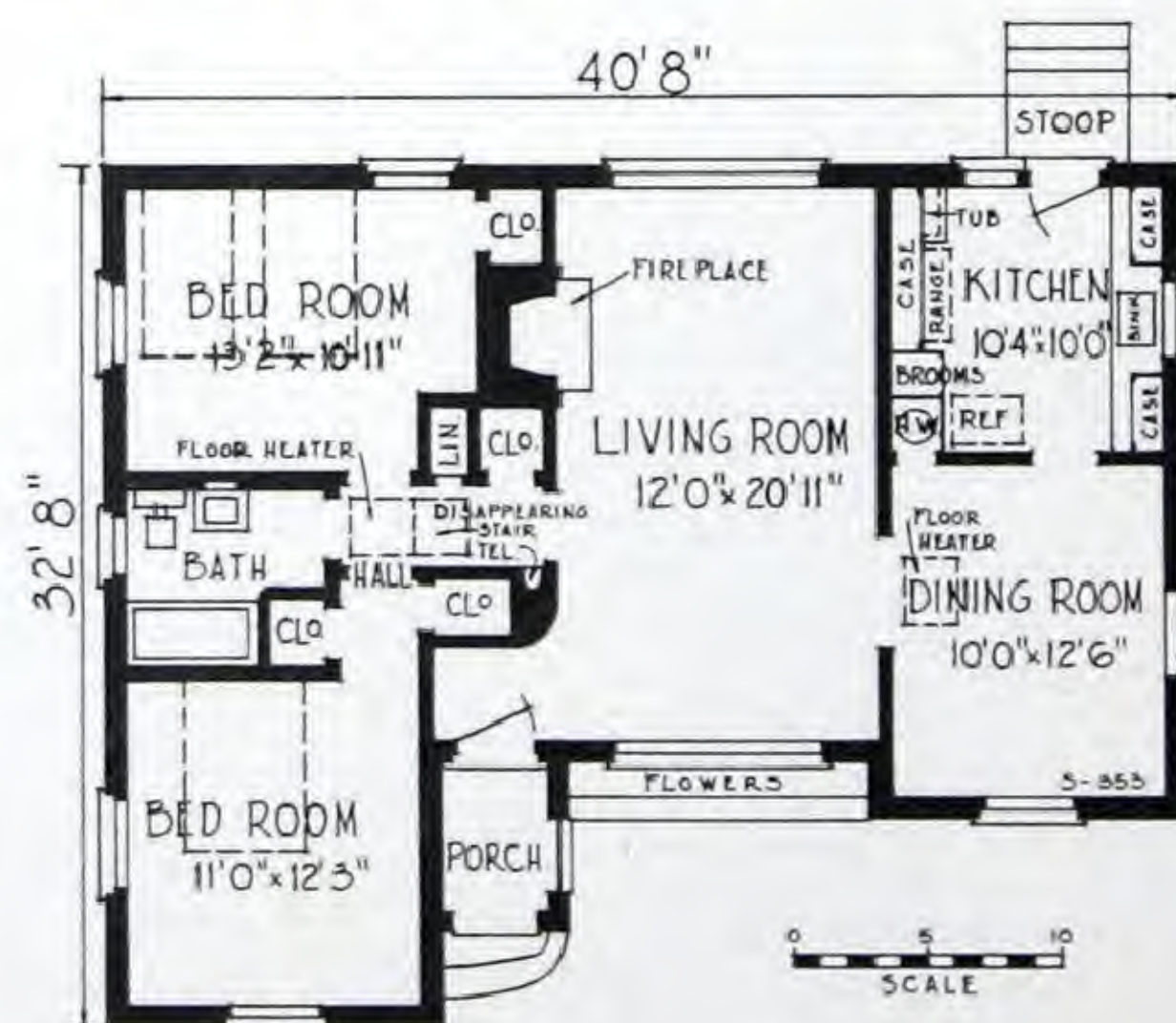
S-352 ↕

Cubage 16,425 Cu. Ft.
Living Area 1,120 Sq. Ft.
Porch Area 189 Sq. Ft.
Garage Area 272 Sq. Ft.



S-353 ↗

Cubage 14,860 Cu. Ft.
Living Area 1,071 Sq. Ft.
Porch Area 29 Sq. Ft.



Designs S-352 and S-353 have exterior walls of solid brick. However, concrete block wall construction could be substituted for brick if desired.

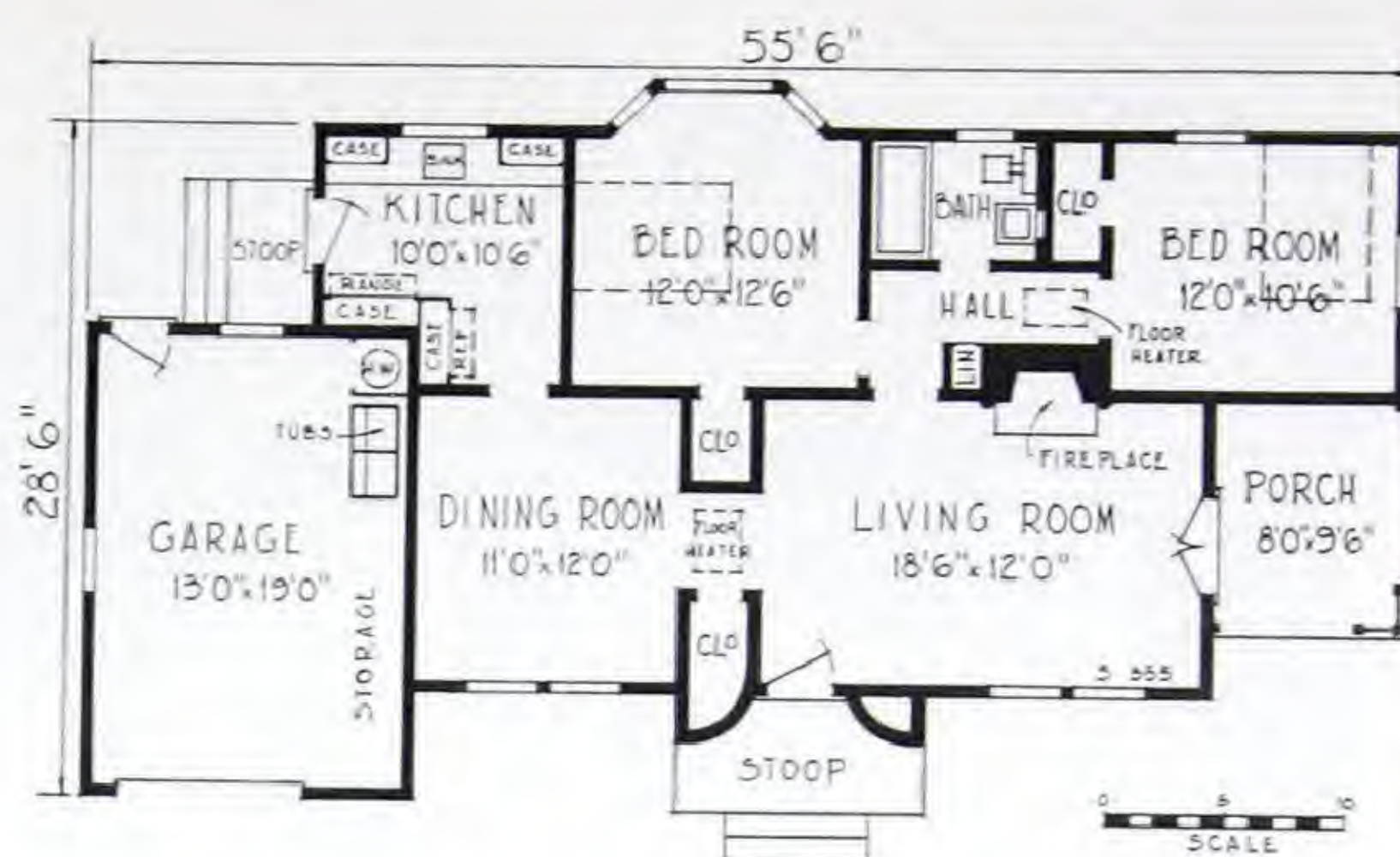
Complete blue-print plans are available for all homes illustrated in this book.

6 Attractive Homes for Southern Living



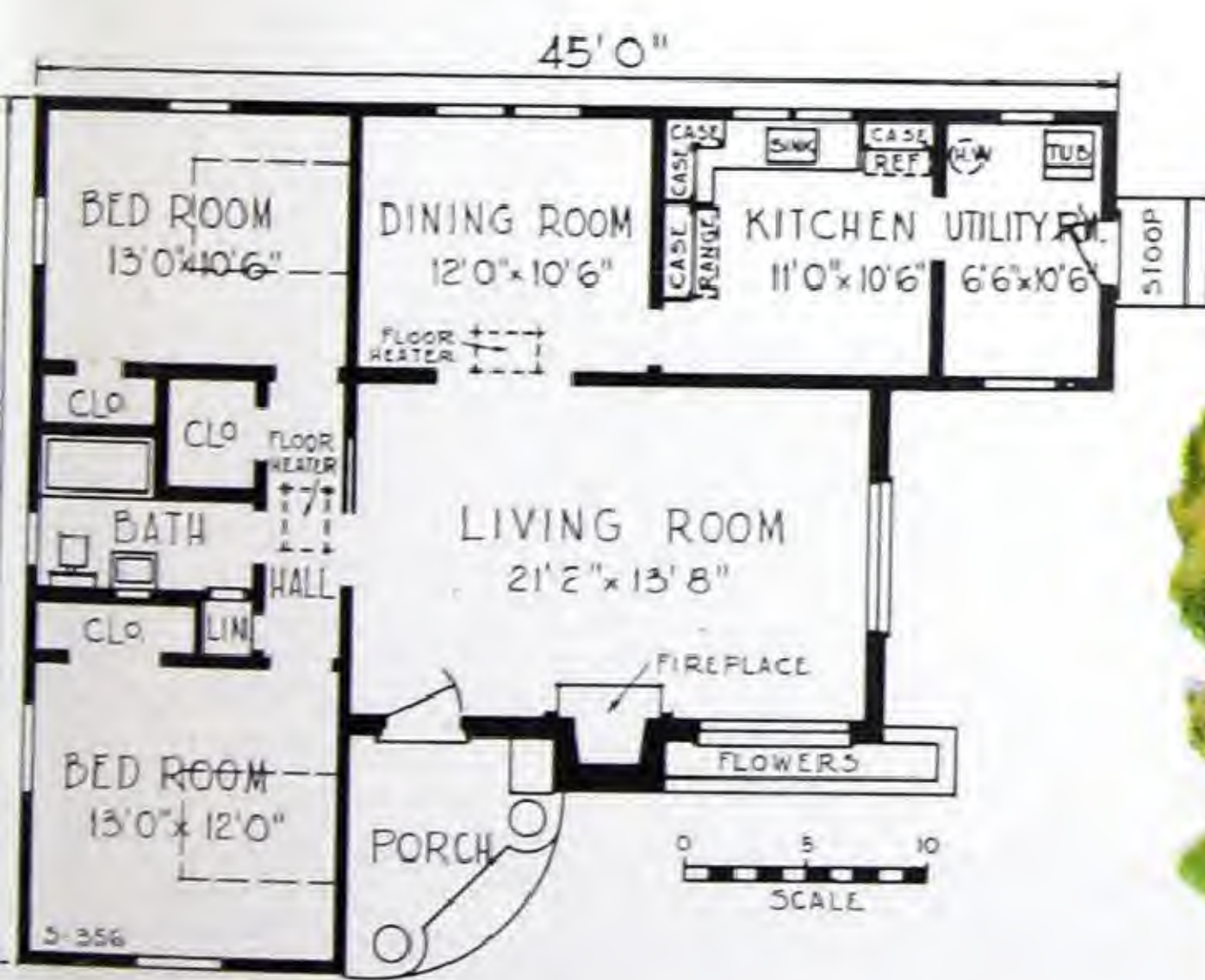
S-354

Cubage 15,690 Cu. Ft.
Living Area 1,145 Sq. Ft.
Porch Area 21 Sq. Ft.



S-355

Cubage 17,000 Cu. Ft.
Living Area 962 Sq. Ft.
Porch Area 76 Sq. Ft.
Garage Area 270 Sq. Ft.



S-356

Cubage 15,380 Cu. Ft.
Living Area 1,183 Sq. Ft.





DESIGN A

S-357

THREE EXTERIORS FOR
SAME FLOOR PLAN

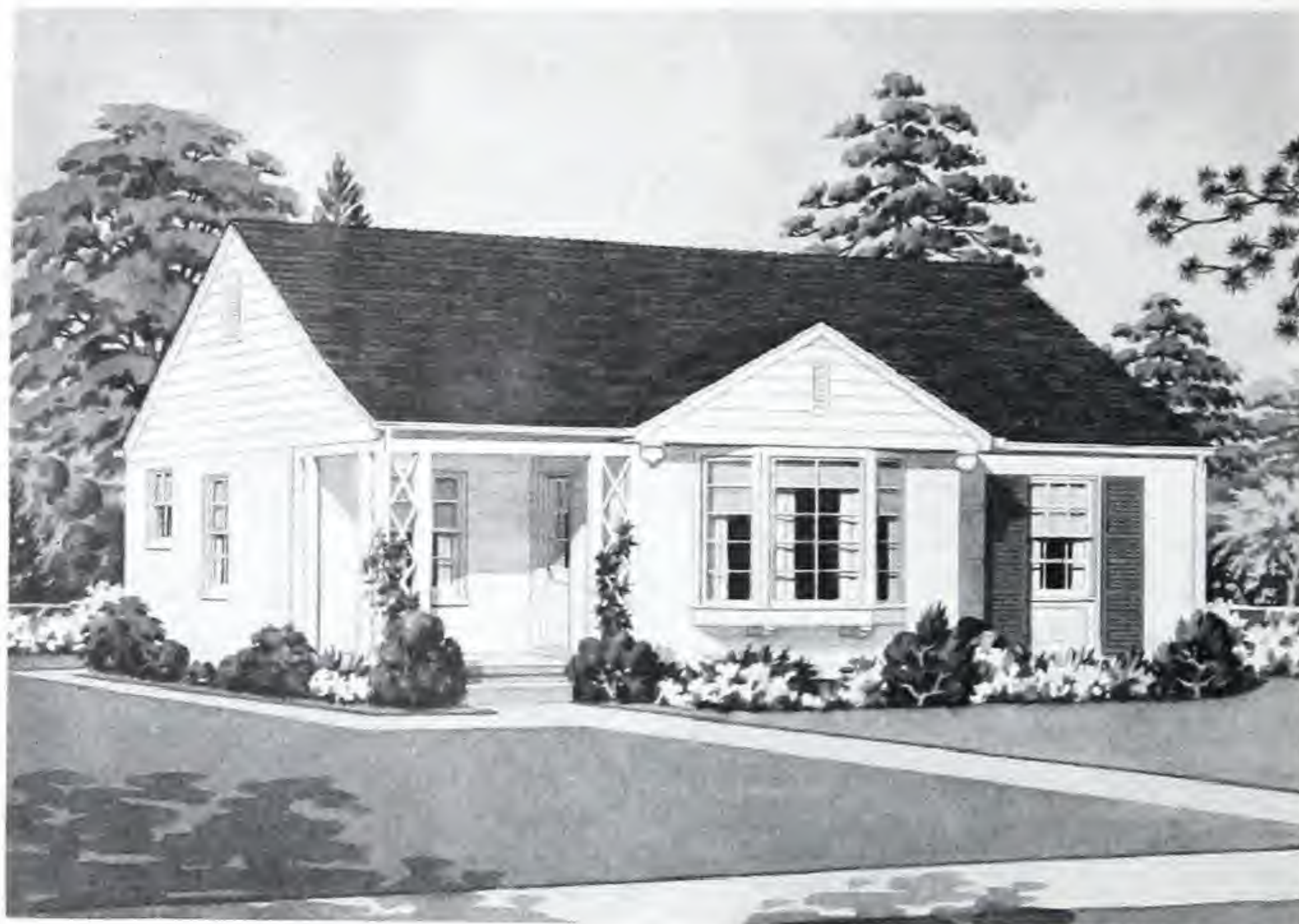
Efficiency of layout, compactness for economy, ample room for comfort and good design are the essential requirements of the small home of today. In the basic floor plan shown below and in the three attractive exteriors, all of these qualifications are met in a very admirable way. When ordering plans, mention whether Design A, B or C is wanted.

Design B is of brick construction, but concrete blocks may be used as well.

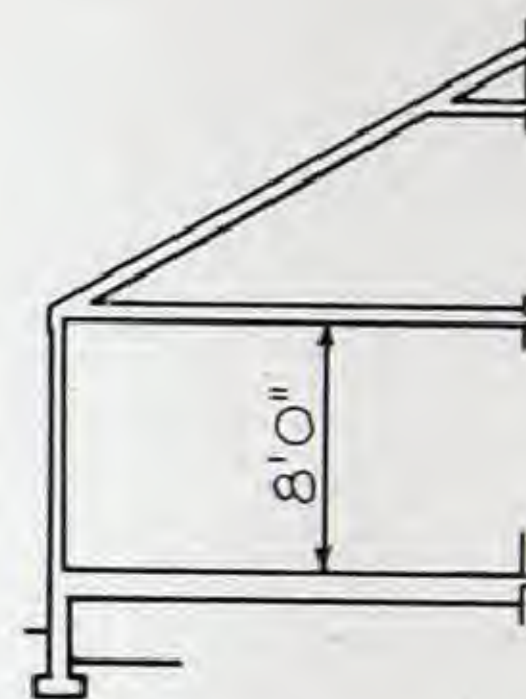


SQUARE FEET

Living Area,
Plan A & C..... 974
Living Area,
Plan B1018
Covered Porch Area 95



DESIGN B

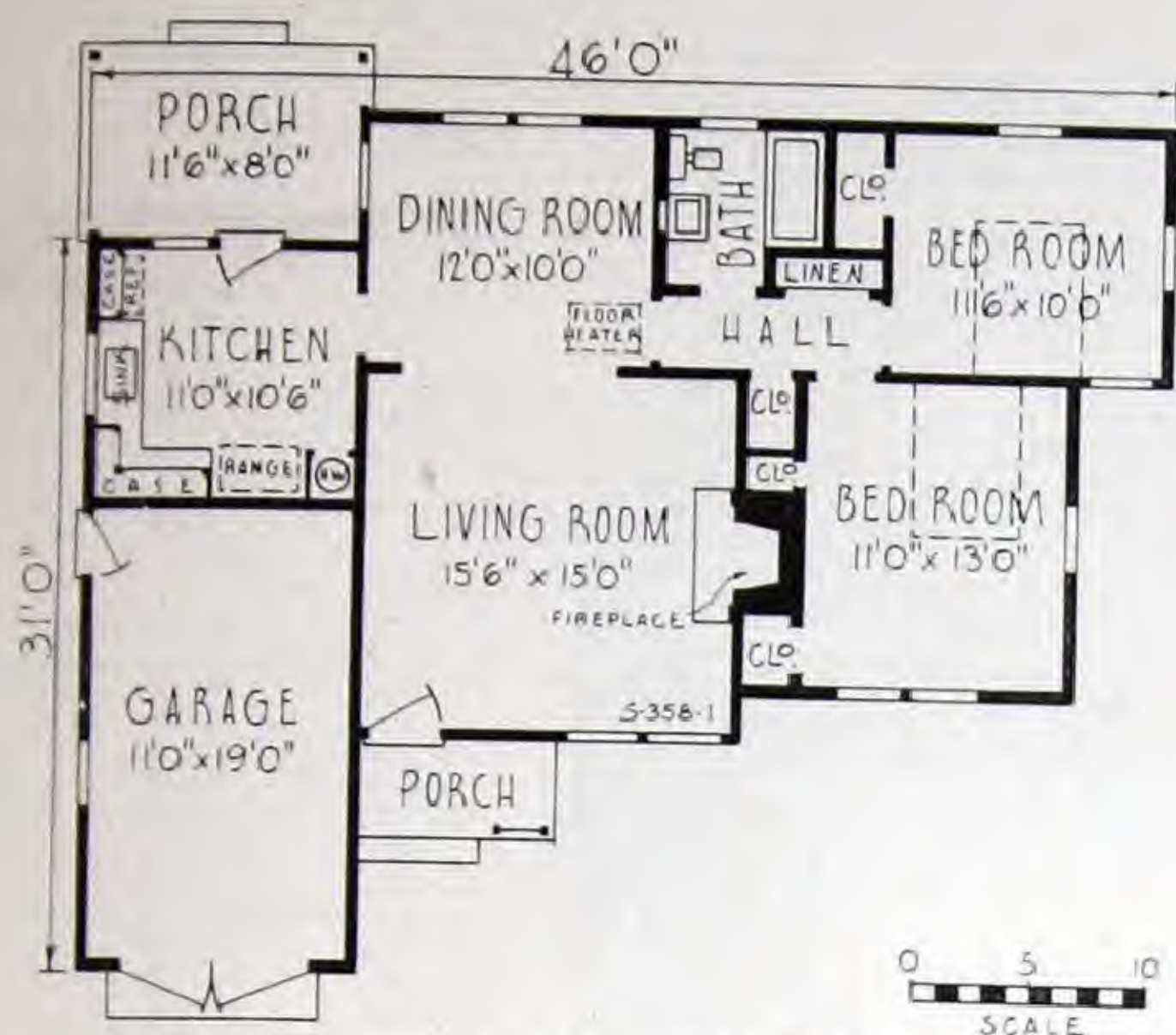


CUBAGE

Design A...12,950 Cu. Ft.
Design B...13,130 Cu. Ft.
Design C...14,640 Cu. Ft.



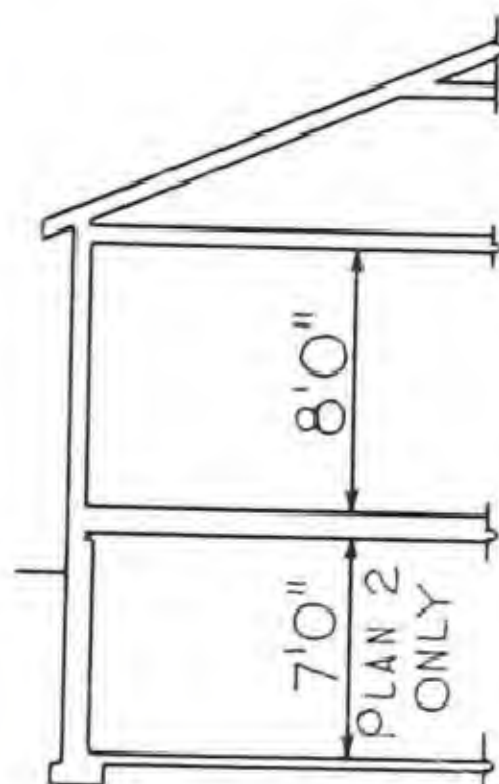
DESIGN C



PLAN 1, WITHOUT BASEMENT



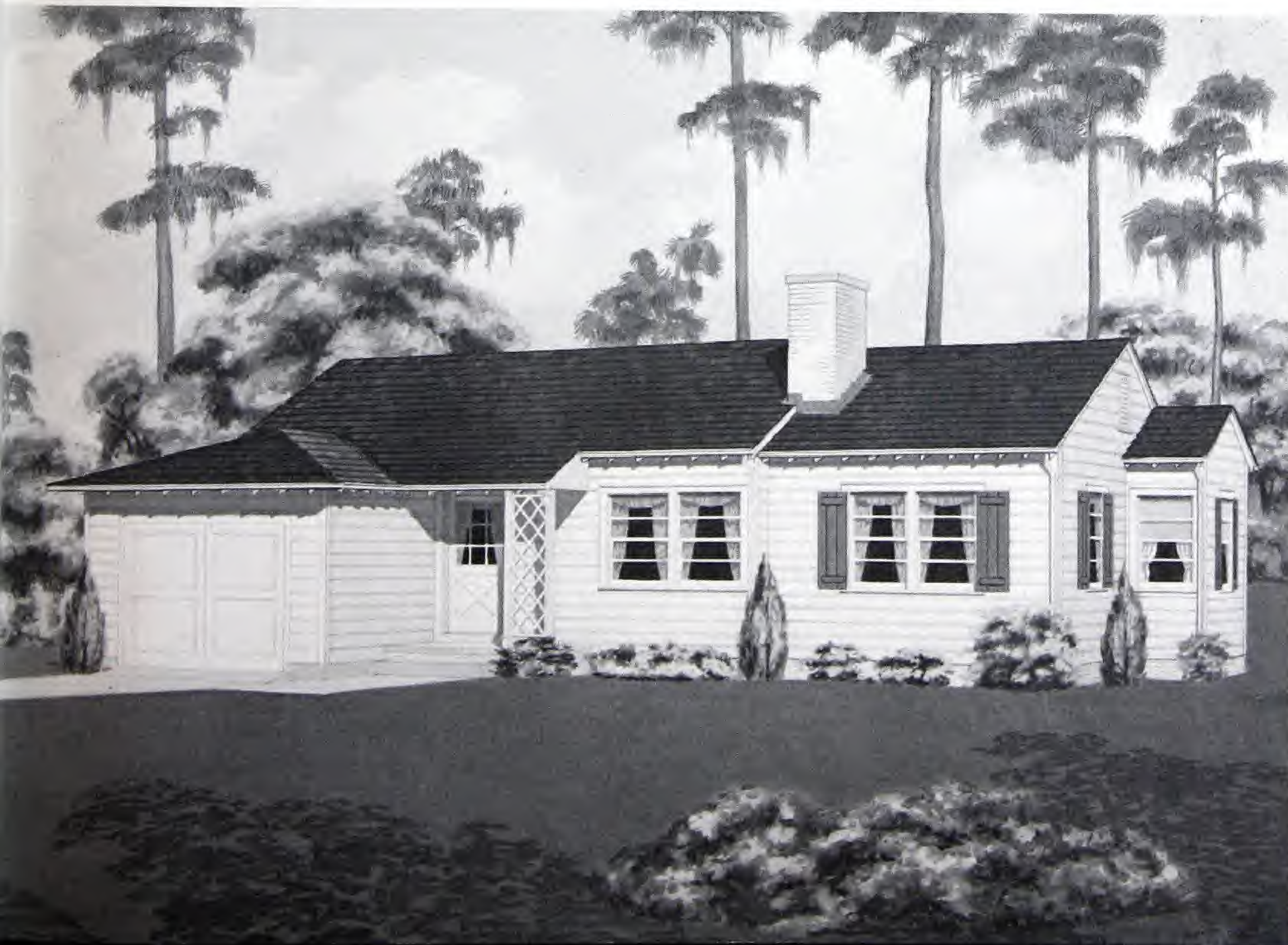
PLAN 2, WITH BASEMENT



The Dining Room

S-358

This five room home with its conveniently attached garage, when surrounded by southern landscape will be attractive. Simple roof lines and admirable planning make this a model home of efficiency at a minimum cost of construction.

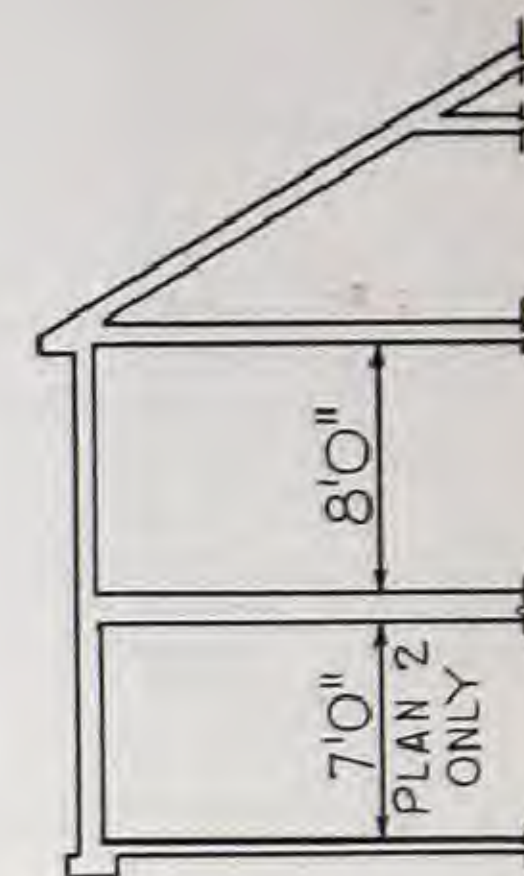


CUBAGE

Plan 1,
16,260 Cu. Ft.
Plan 2,
21,790 Cu. Ft.

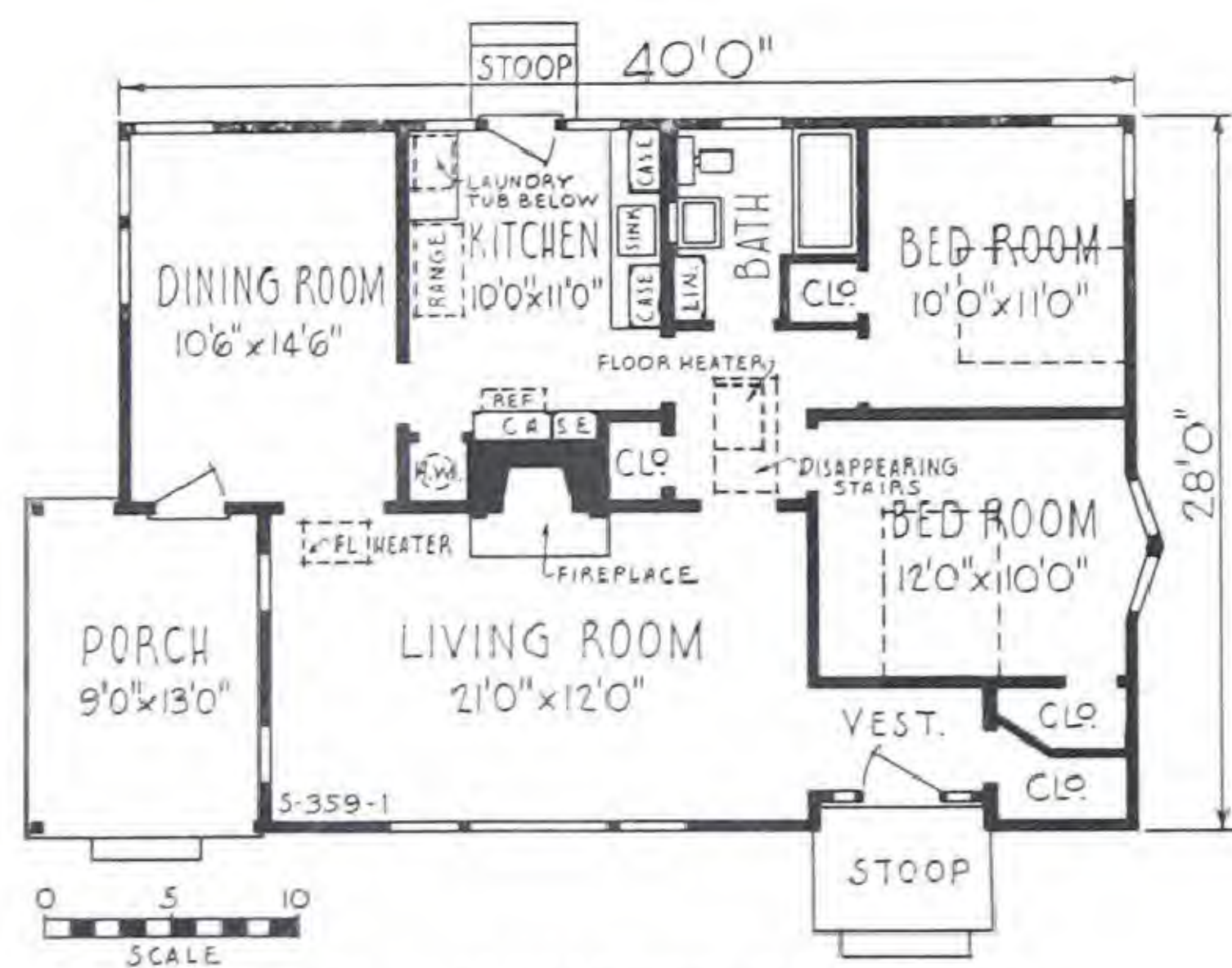
SQUARE FEET

Living Area,
Plan 1960
Living Area,
Plan 2980
Covered Porch
Areas104
Garage Area ...229

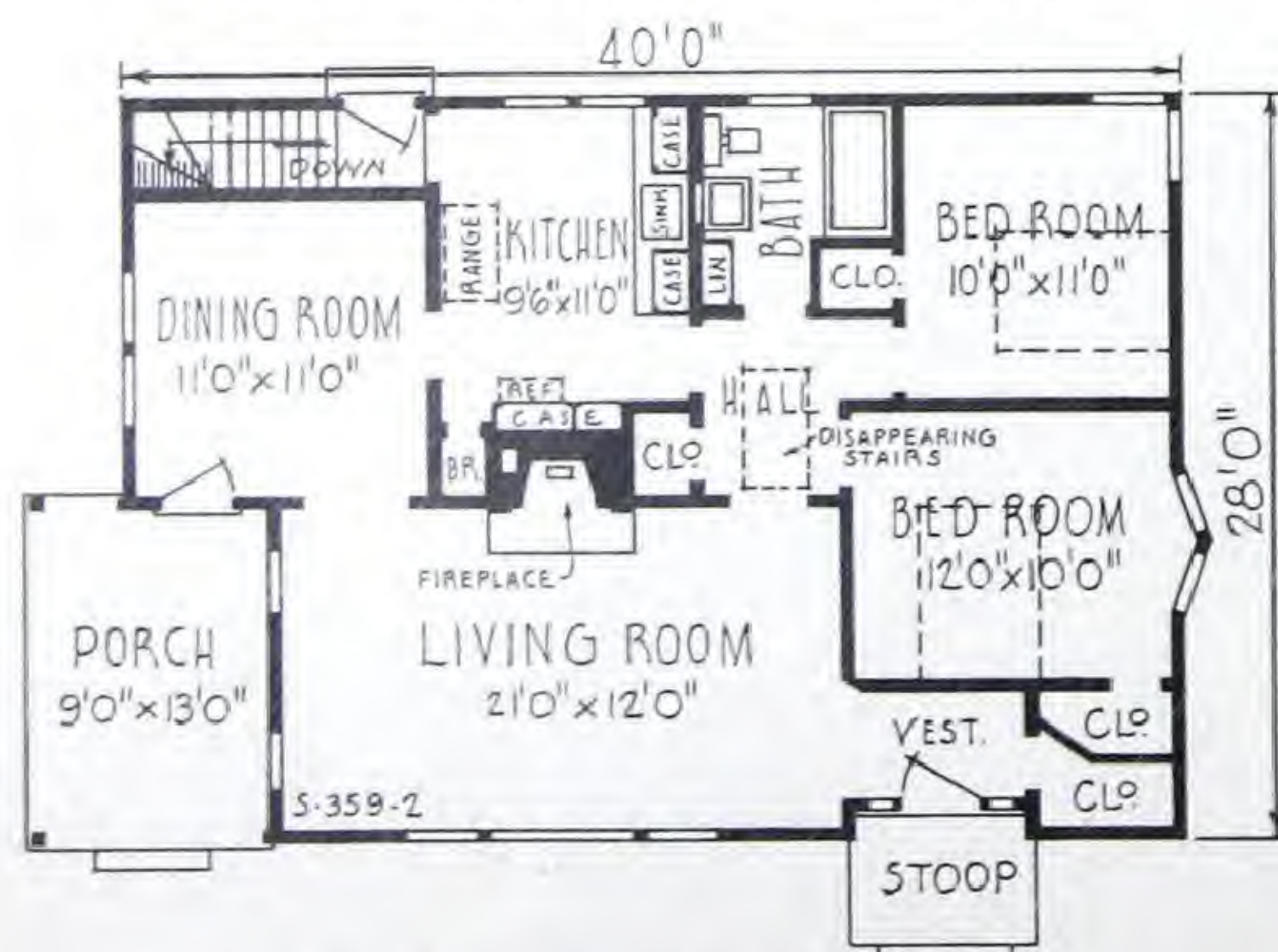


CUBAGE
 Plan 1,
 15,860 Cu. Ft.
 Plan 2,
 21,950 Cu. Ft.

SQUARE FEET
 Living Area,
 Plan 1 & 2...1055
 Covered Porch
 Area117



PLAN 1, WITHOUT BASEMENT



PLAN 2, WITH BASEMENT

S-359

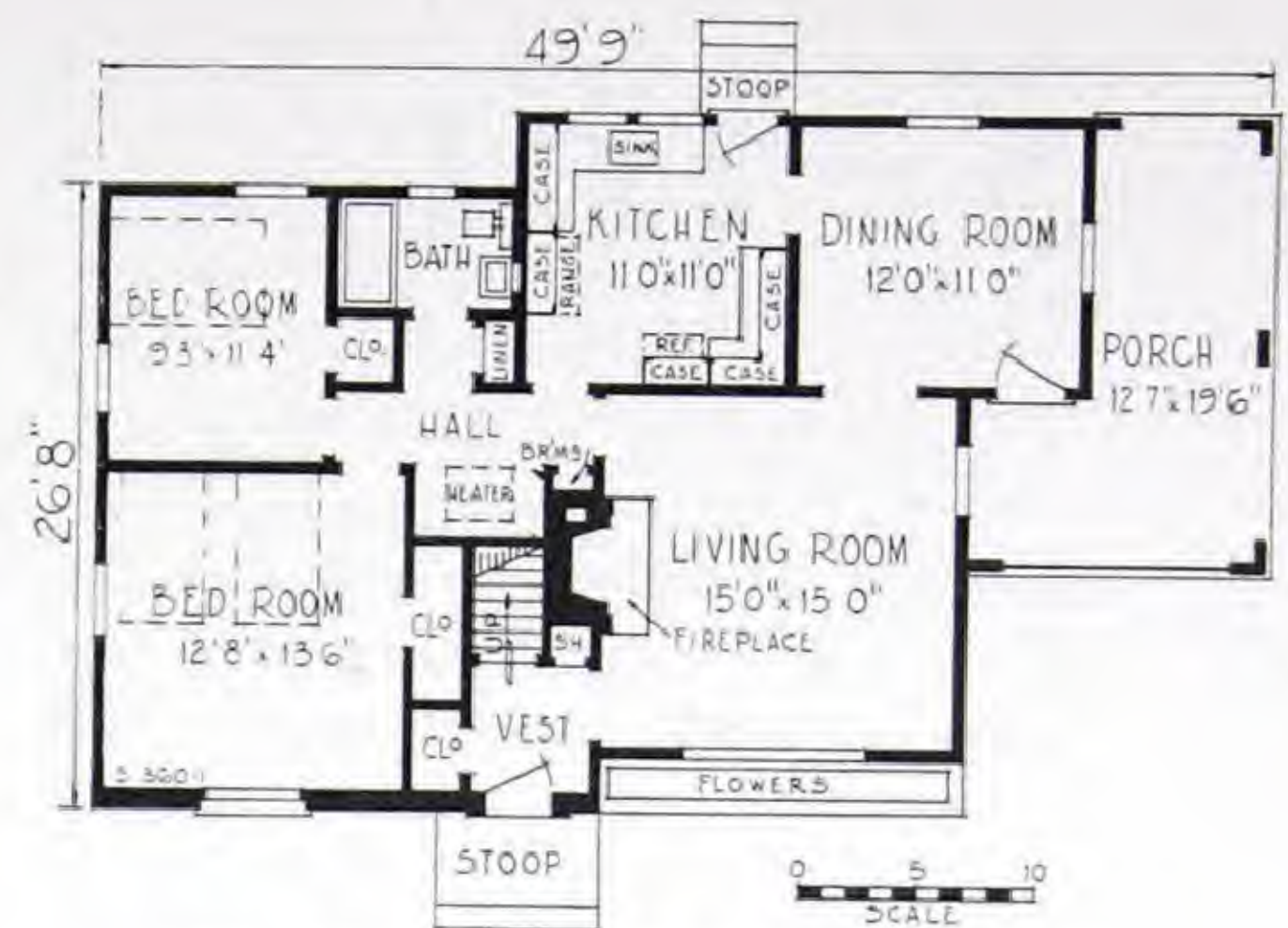
A home which will appeal particularly to people of moderate means and good taste. It is an outstanding design suitable to any good neighborhood. Much comfort and pleasure are assured from the charming exterior and from the well-planned roomy interior.



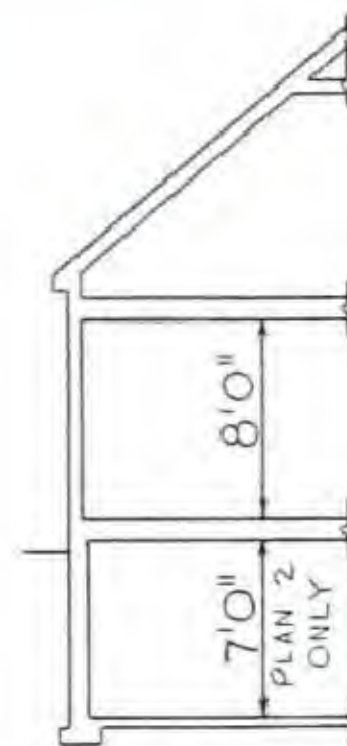
The disappearing stair makes waste attic space usable.

S-360

A Colonial home designed in good proportion and simple dignity and which any home builder should be proud to own. The floor plan provides five large rooms fully equipped for easy and efficient housekeeping. Notice the large view window and the comfortable porch.



PLAN 1, WITHOUT BASEMENT



CUBAGE

Plan 1.....17,060 Cu. Ft.

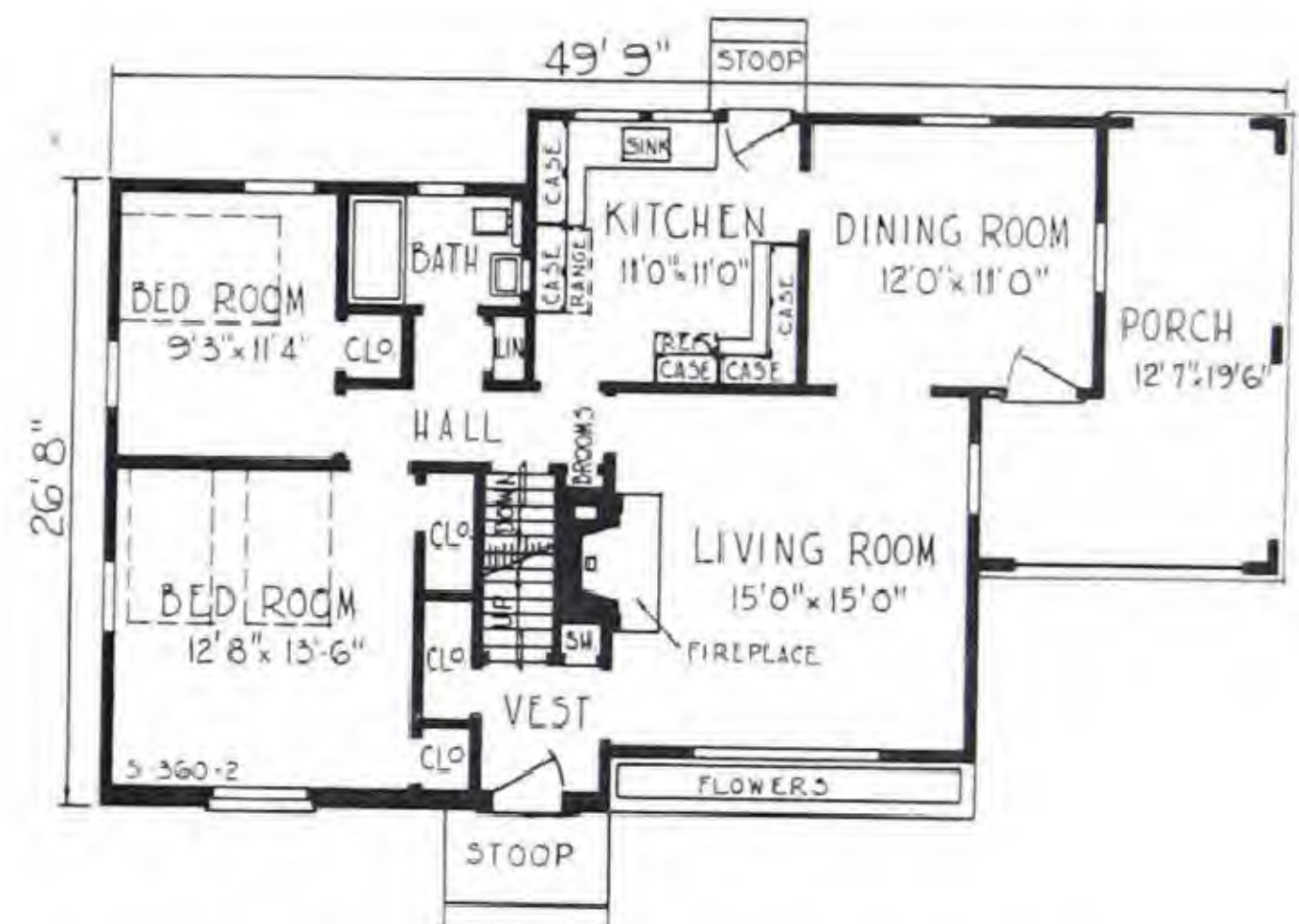
Plan 2.....23,530 Cu. Ft.

SQUARE FEET

Living Area,

Plan 1 & 2.....1134

Covered Porch Area.... 184

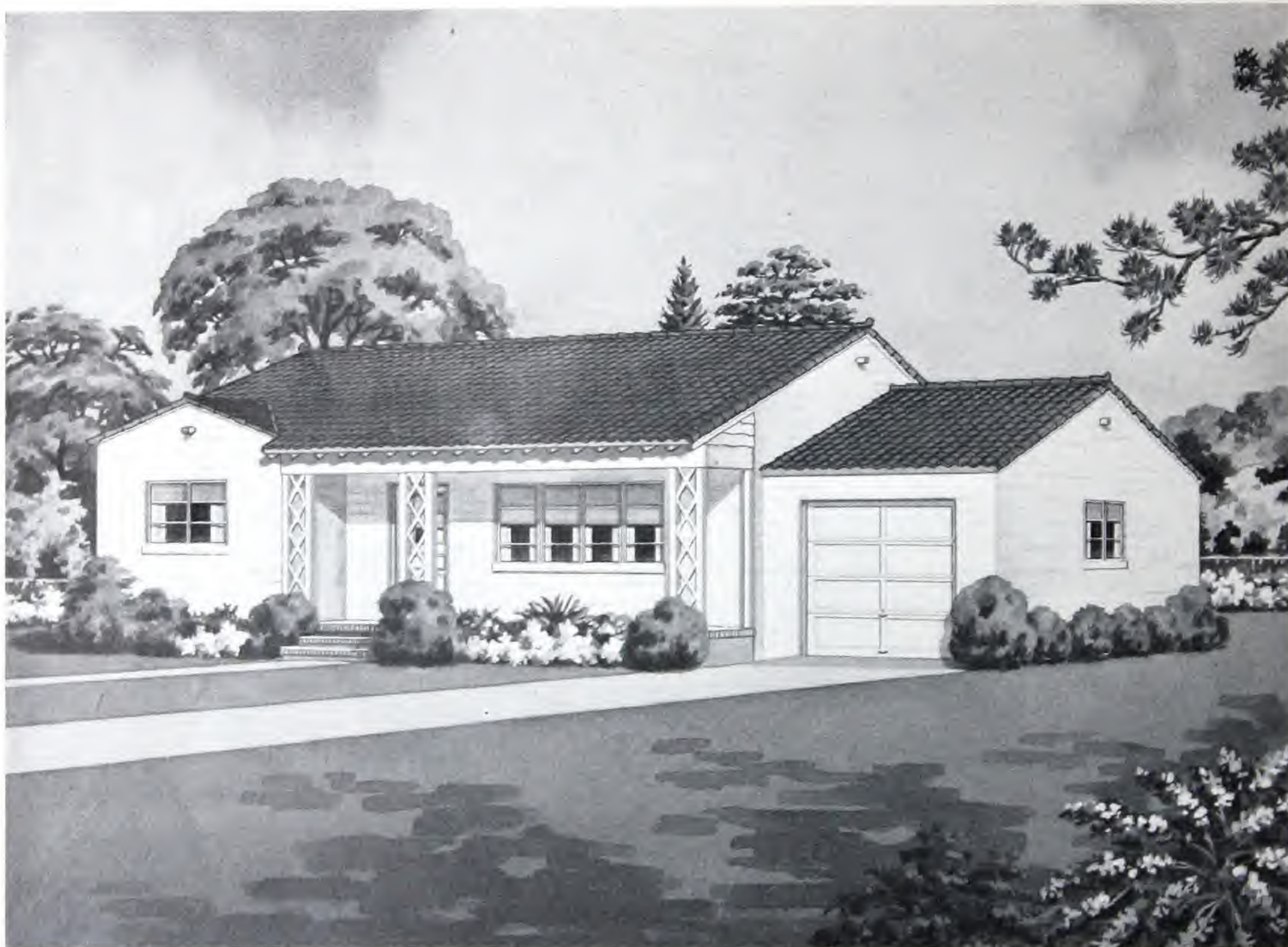
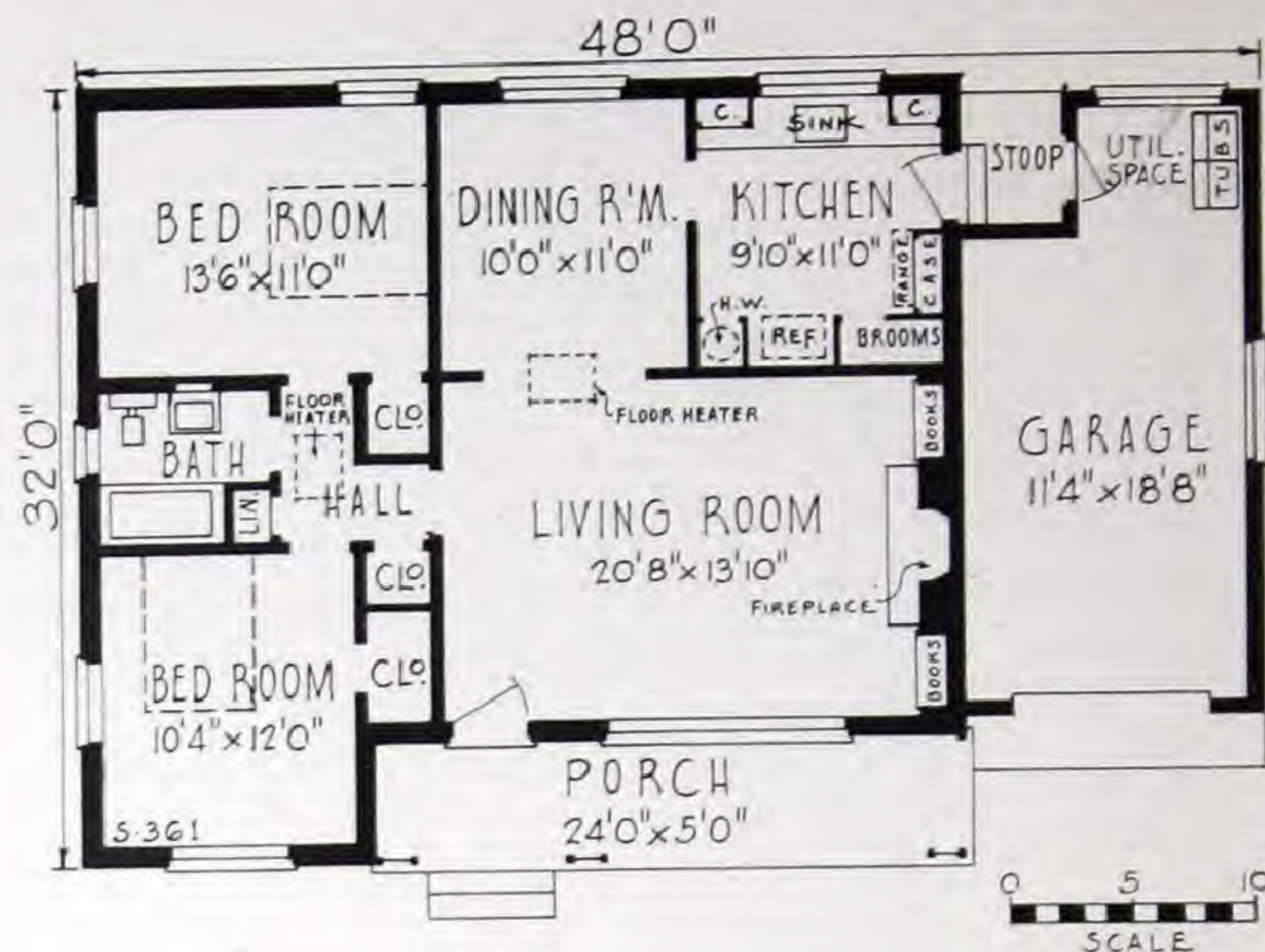


PLAN 2, WITH BASEMENT



S-361

This attractive, modern "Ranchy" home is out of the ordinary because it emphasizes charming individuality. Yet it is designed on simple and practical lines with well placed rooms of ample size. Featured are the large comfortable porch and the convenient attached garage. OUTSIDE WALLS ARE OF CONCRETE BLOCKS.



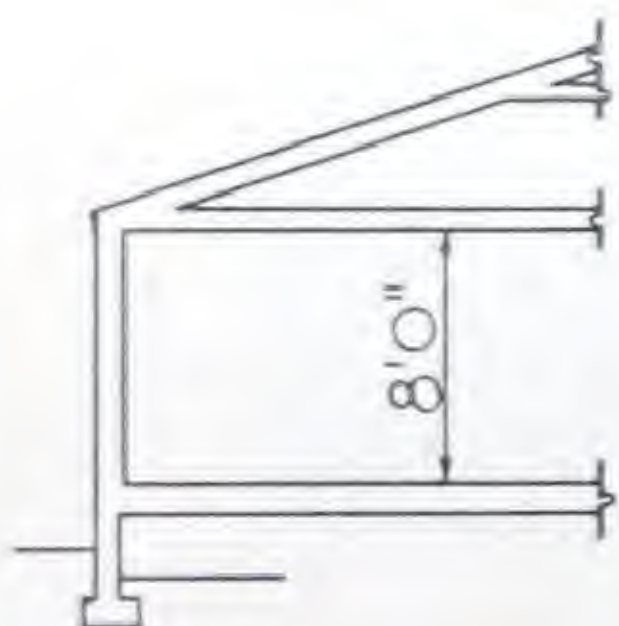
At right —
the Fireplace Wall.



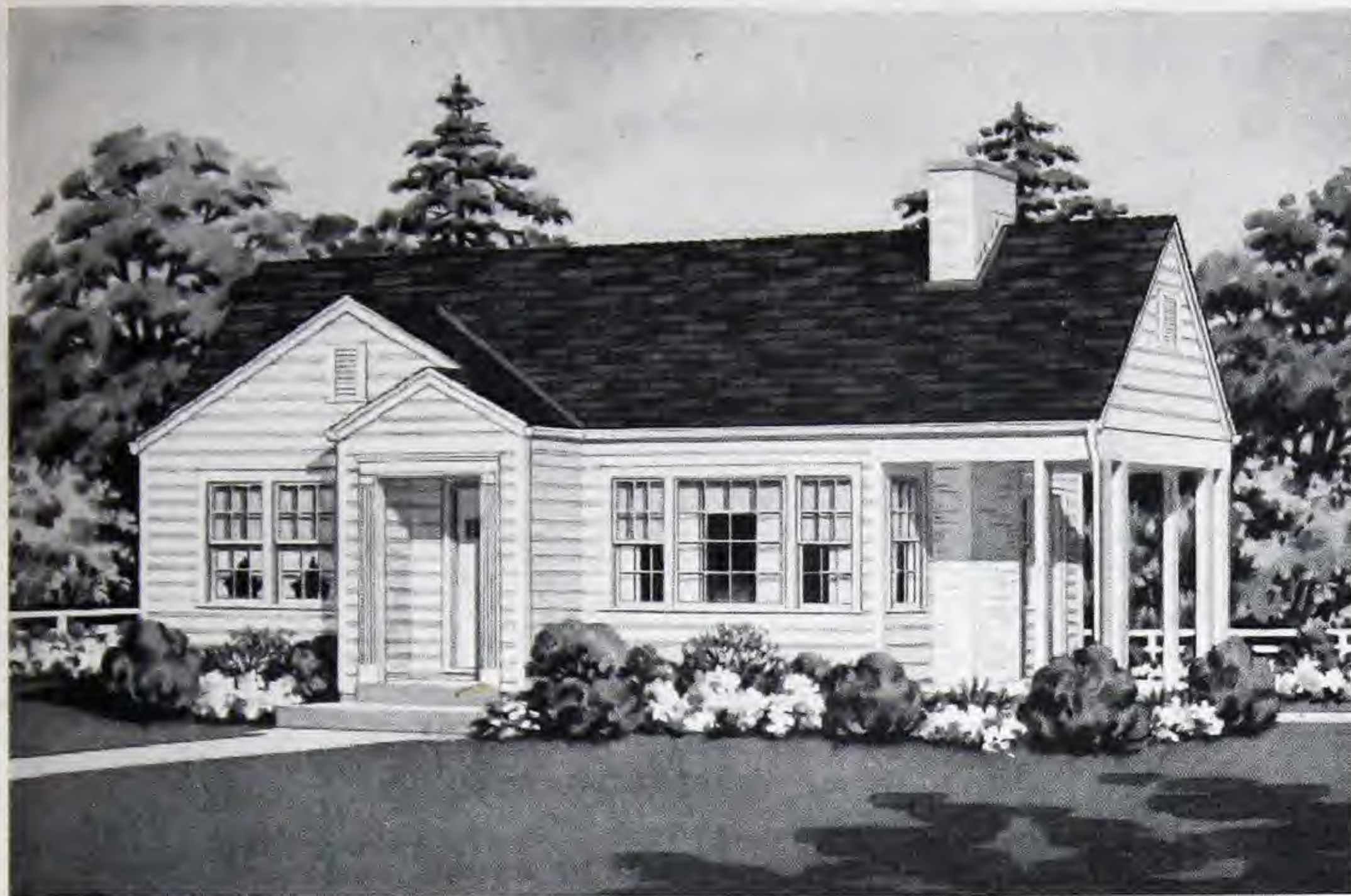
★
CUBIC FEET
13,900

SQUARE FEET
Living Area 1032
Covered Porch Area . . . 120
Garage Area 306

★



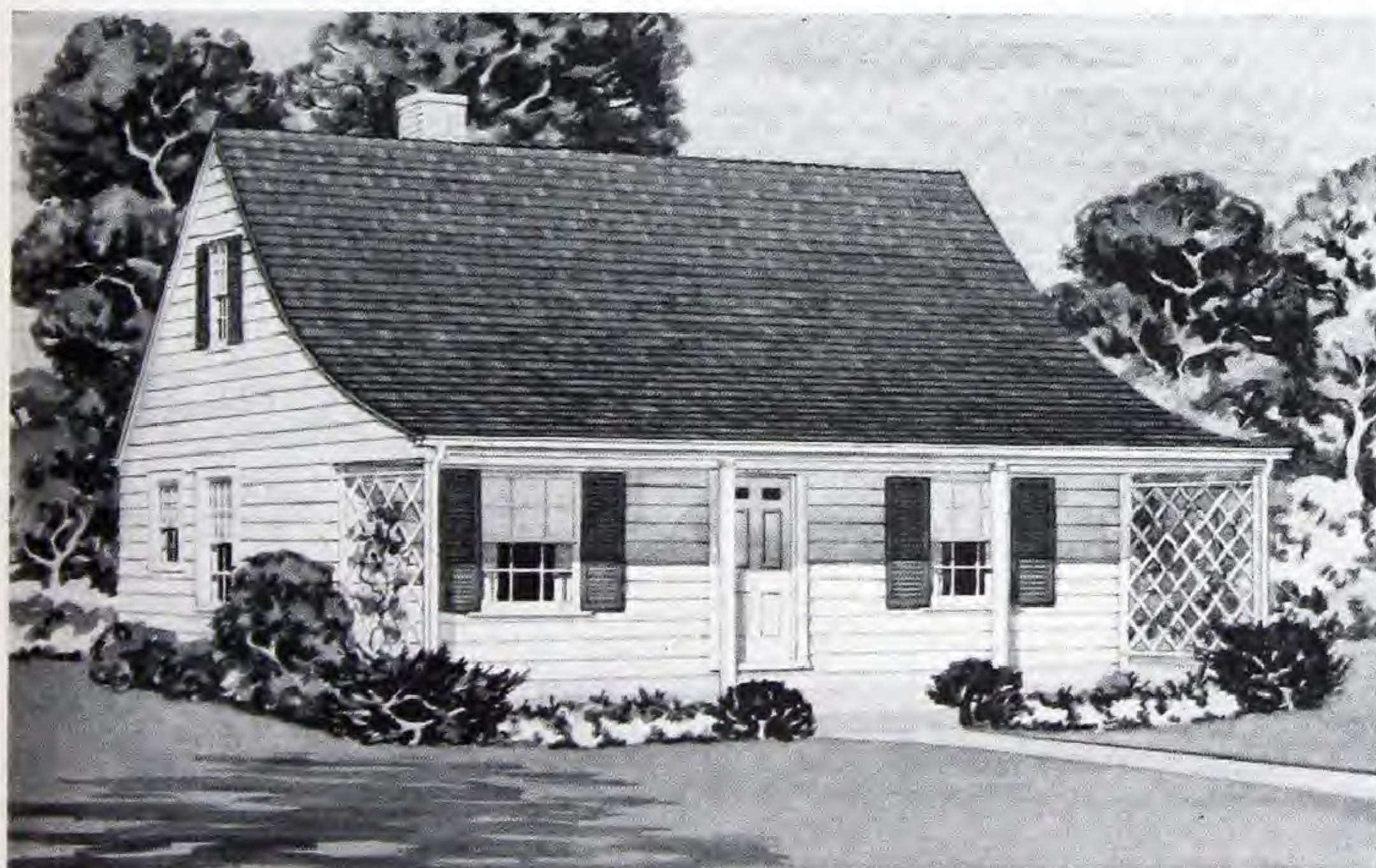
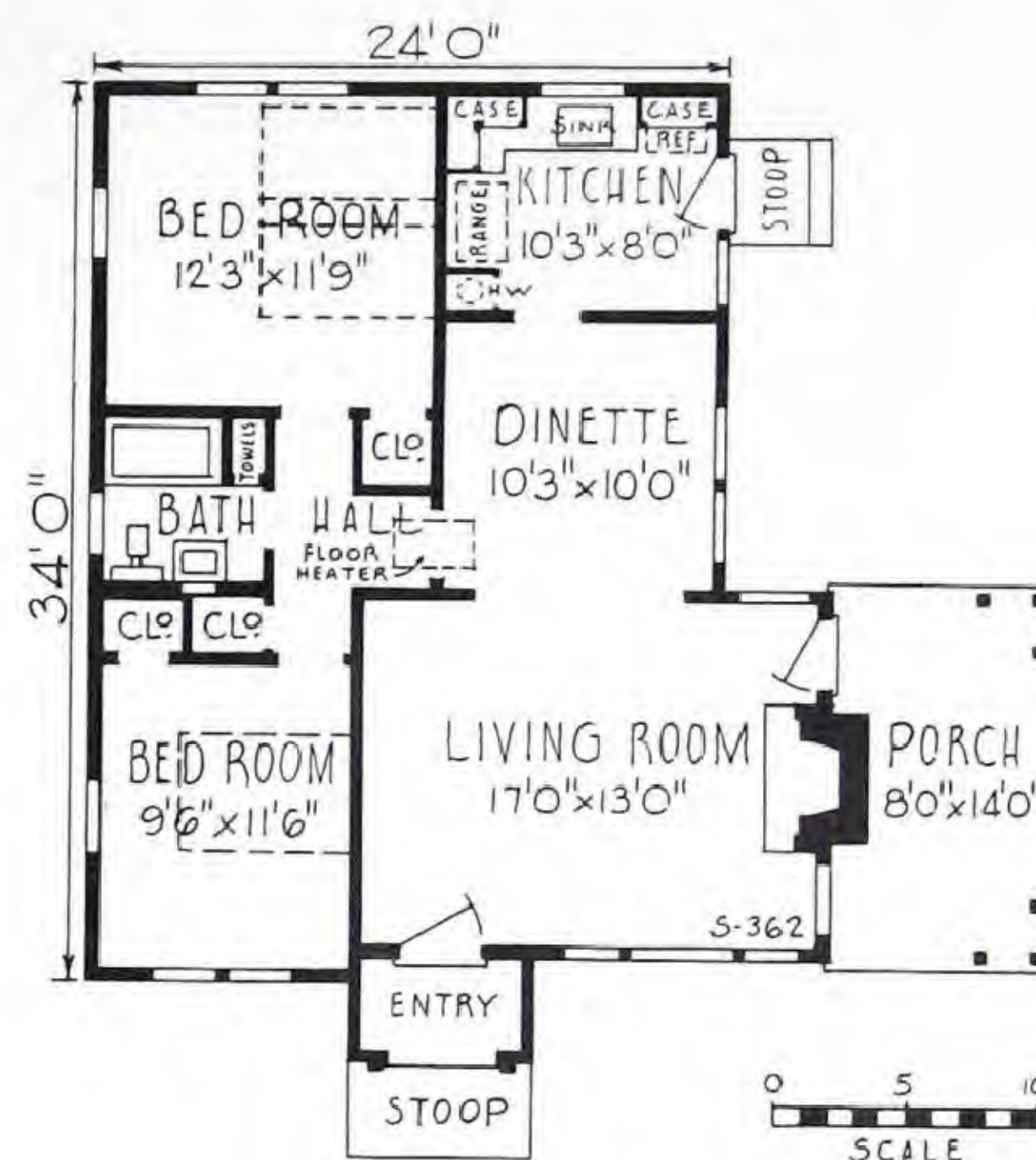
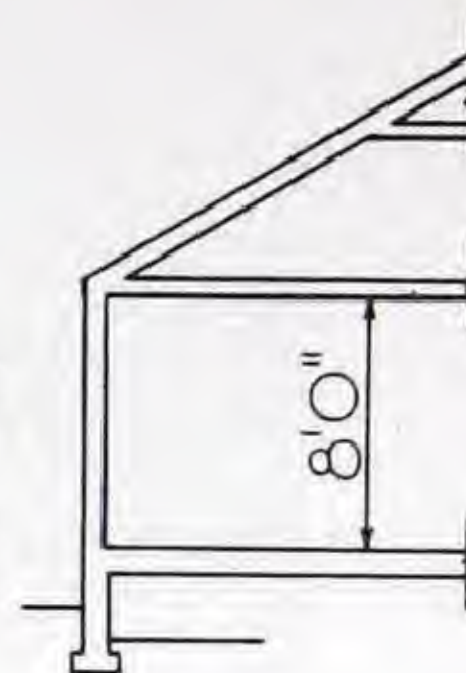
S-362



★ 12,610
CUBIC FEET

Although this little home has been designed for low cost the large porch and fireplace have been included. Five cozy rooms with a large living room compose this comfortable plan.

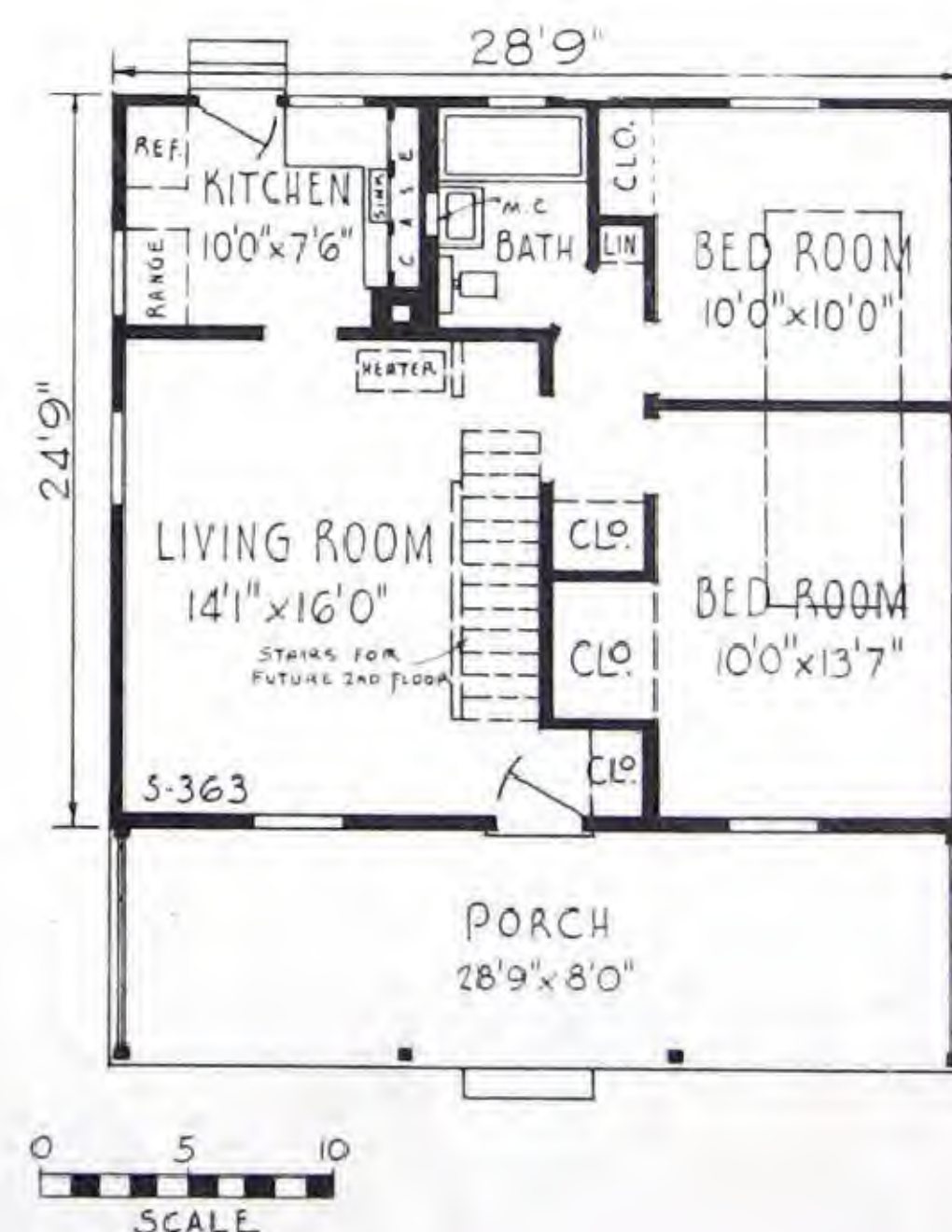
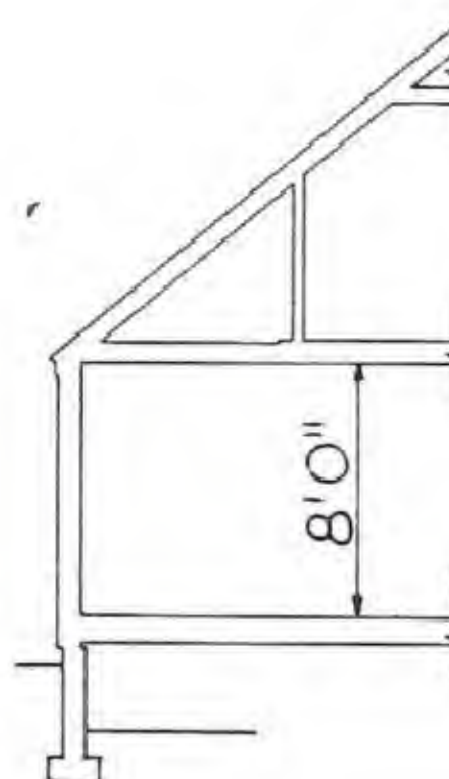
★
SQUARE FEET
Living Area886
Covered Porch
Area112
★



★ 11,815
CUBIC FEET

A "minimum" home contained in a one-floor plan with ample provision for the later addition of a stairway and two rooms on the second floor.

SQUARE FEET
Living Area711
Covered Porch
Area230





S-364

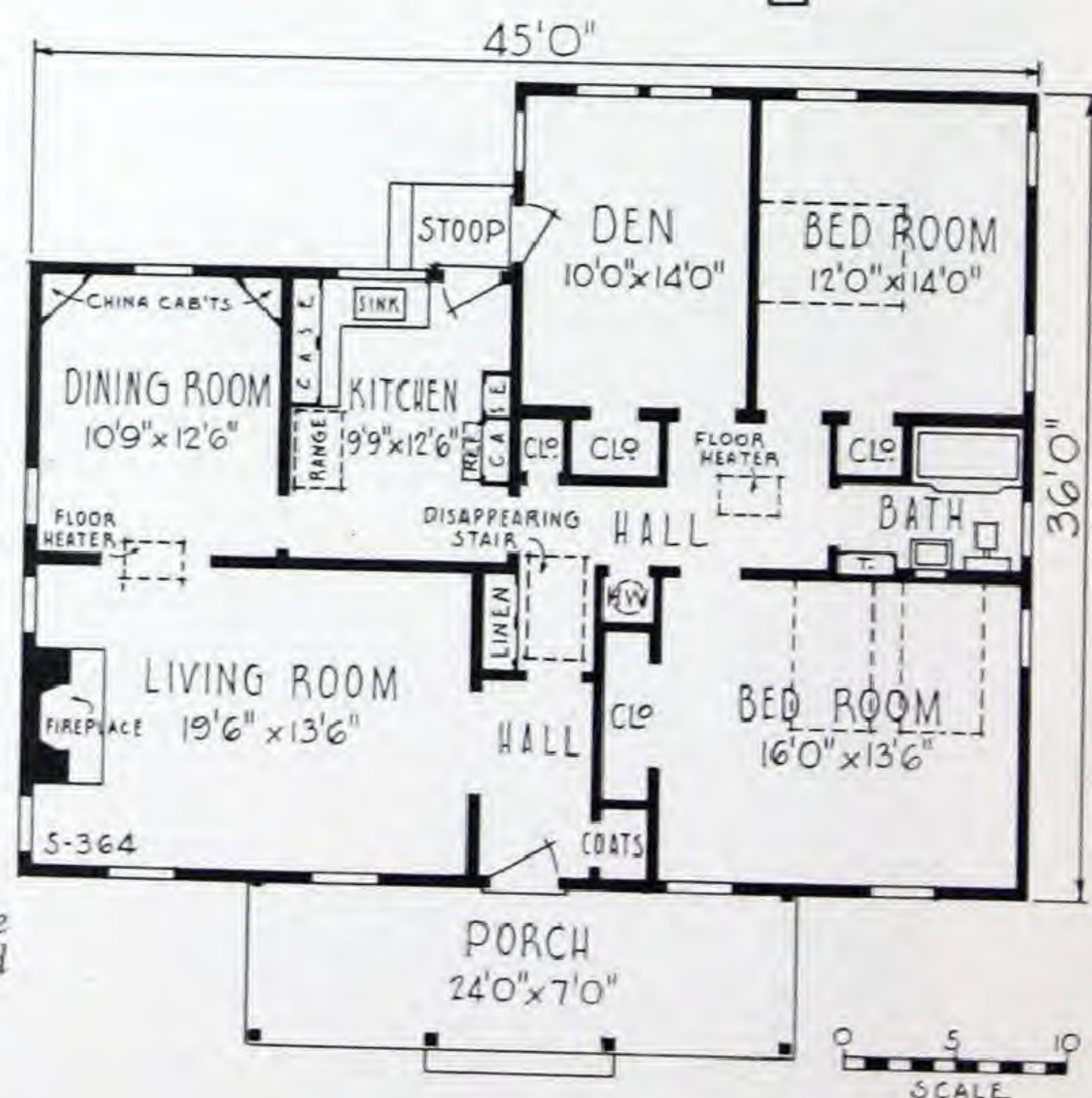
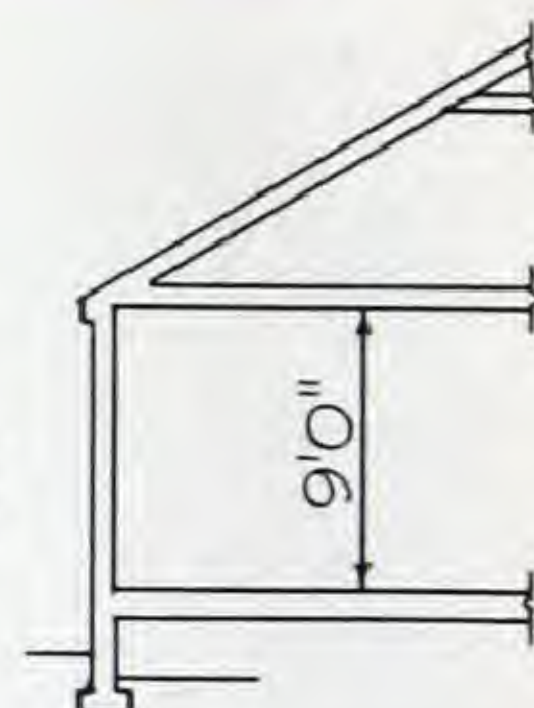
The distinctive beauty of this southern home surely reflects the comfort to be found within. All rooms are large and well equipped as the plans show. The den can be used as an extra bed room if desired. This design features the large Colonial porch.



Illustrating the use of mirrors in a bed room.

★
CUBIC FEET
22,220

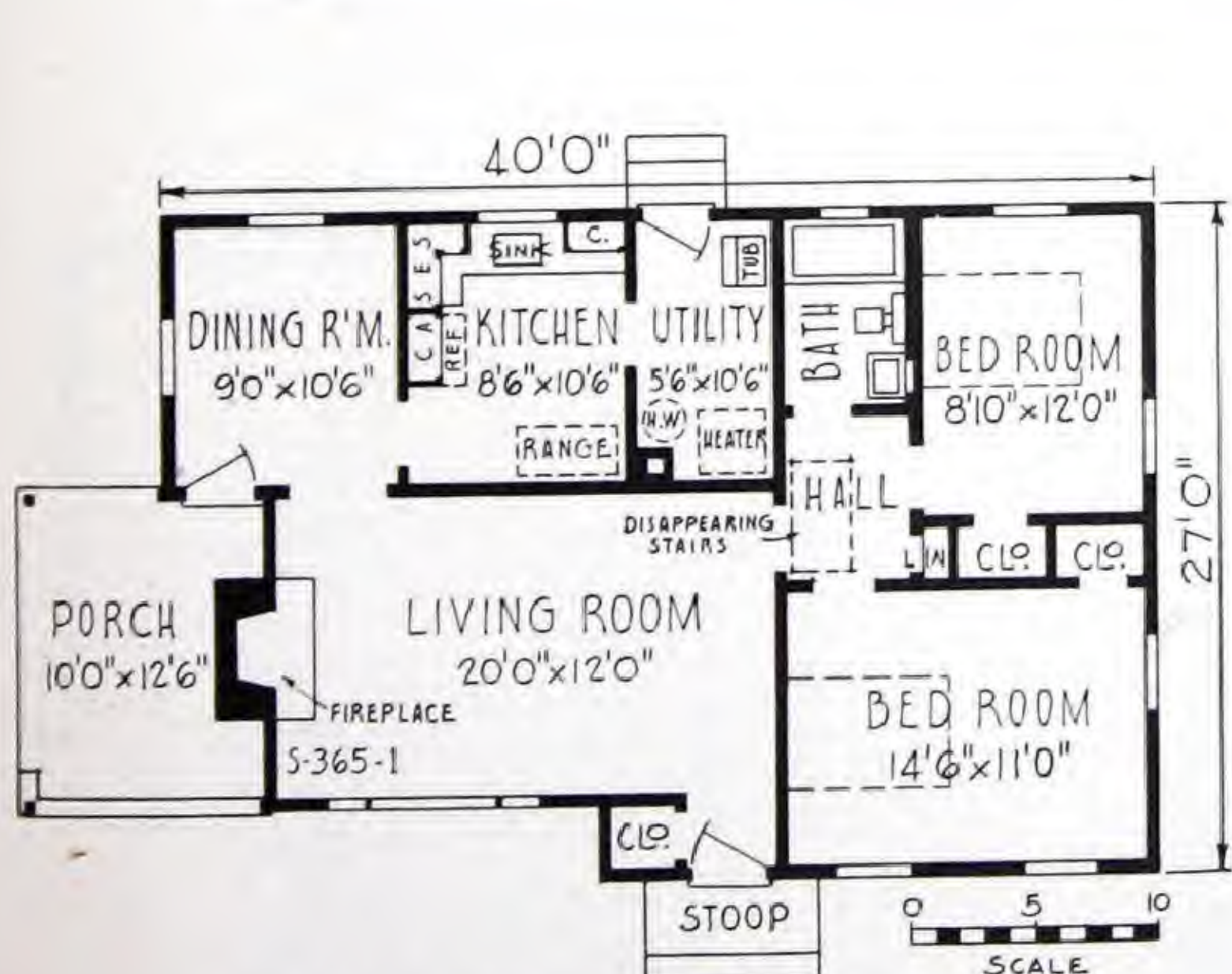
SQUARE FEET
Living Area 1437
Covered Porch Area . . . 125



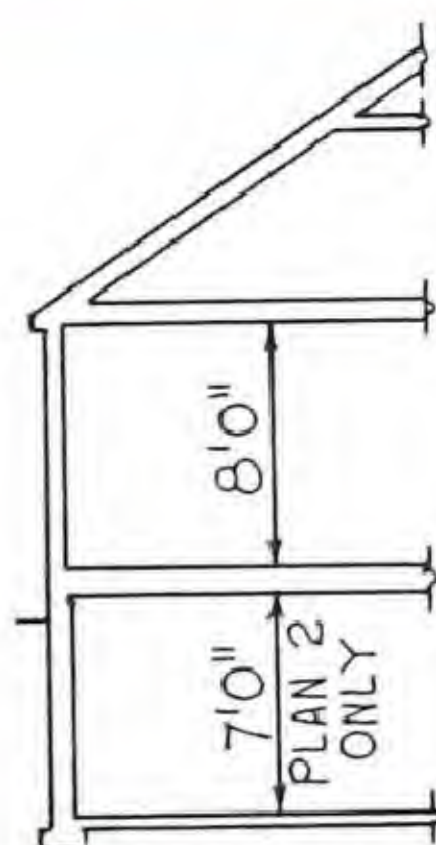


S-365

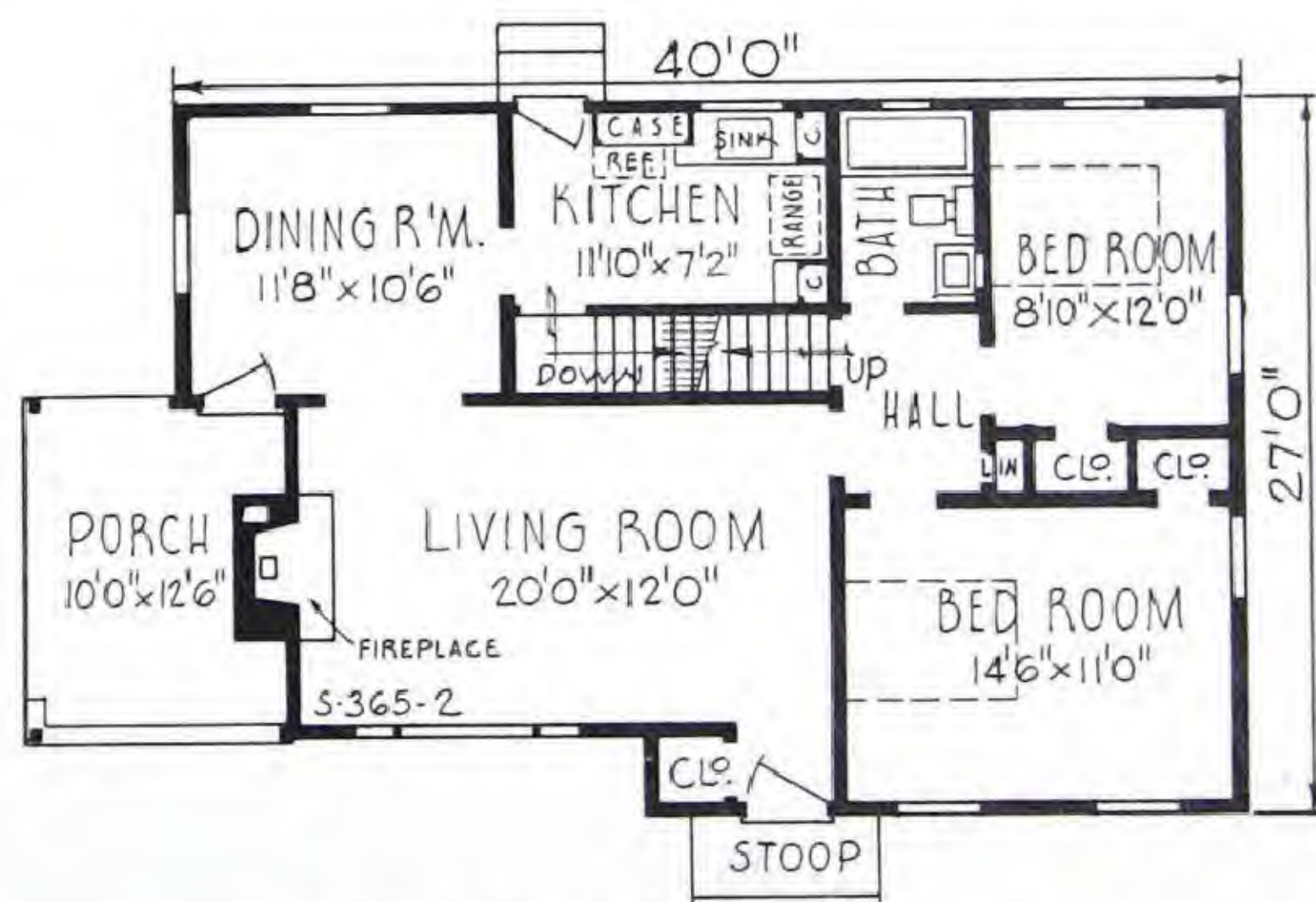
There is a lot of living comfort in this well planned small home. The exterior is unusually attractive — the interior arrangement both practical and convenient. The large view window and porch are pleasing features.



PLAN 1, WITHOUT BASEMENT
Living Area.....978 Sq. Ft.



CUBAGE
Plan 1,
14,100 Cu. Ft.
Plan 2,
19,960 Cu. Ft.
Covered Porch
Area, 130 Sq. Ft.



PLAN 2, WITH BASEMENT
Living Area.....978 Sq. Ft.

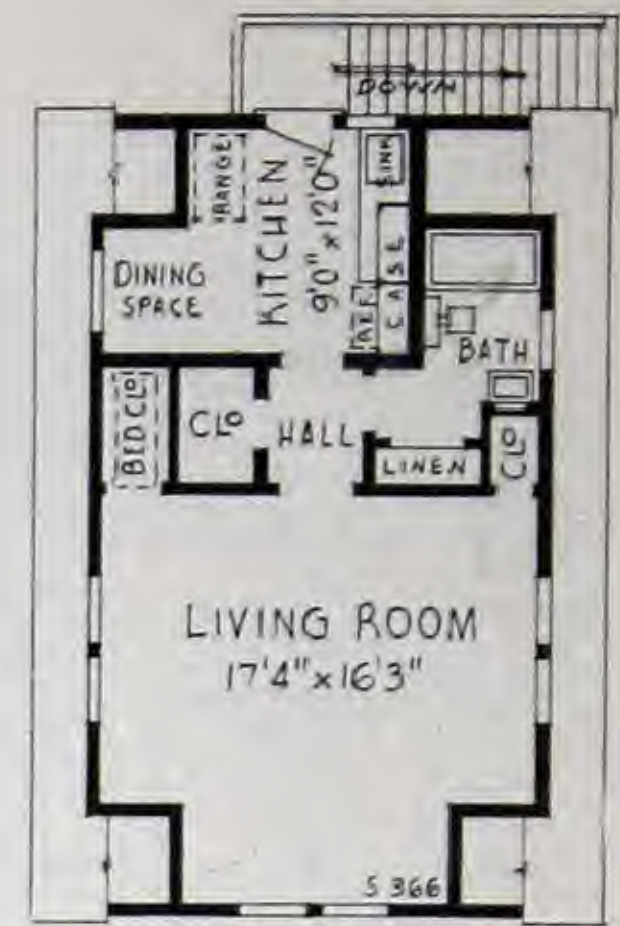


S-366

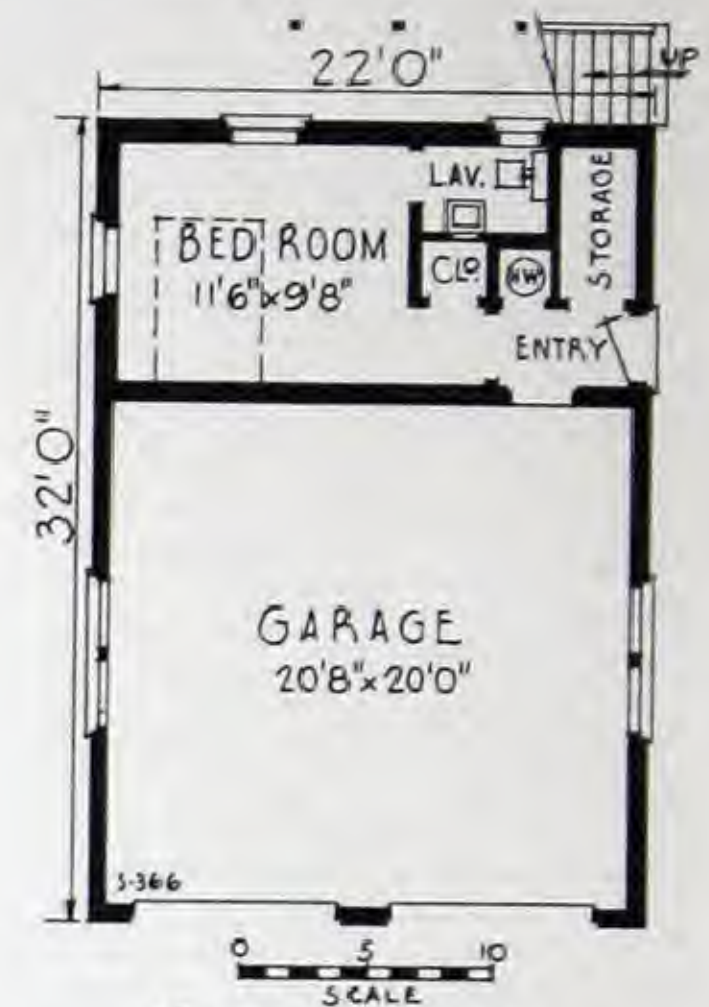
This convenient and practical design provides for two cars and a bed room apartment for first floor. The second floor two-room apartment offers four room efficiency.

★
CUBIC FEET
11,970

SQUARE FEET
Garage 454
1st Floor Living Area 249
2nd Floor Living Area 525



APARTMENT FLOOR
Ceiling Height... 7' 6"



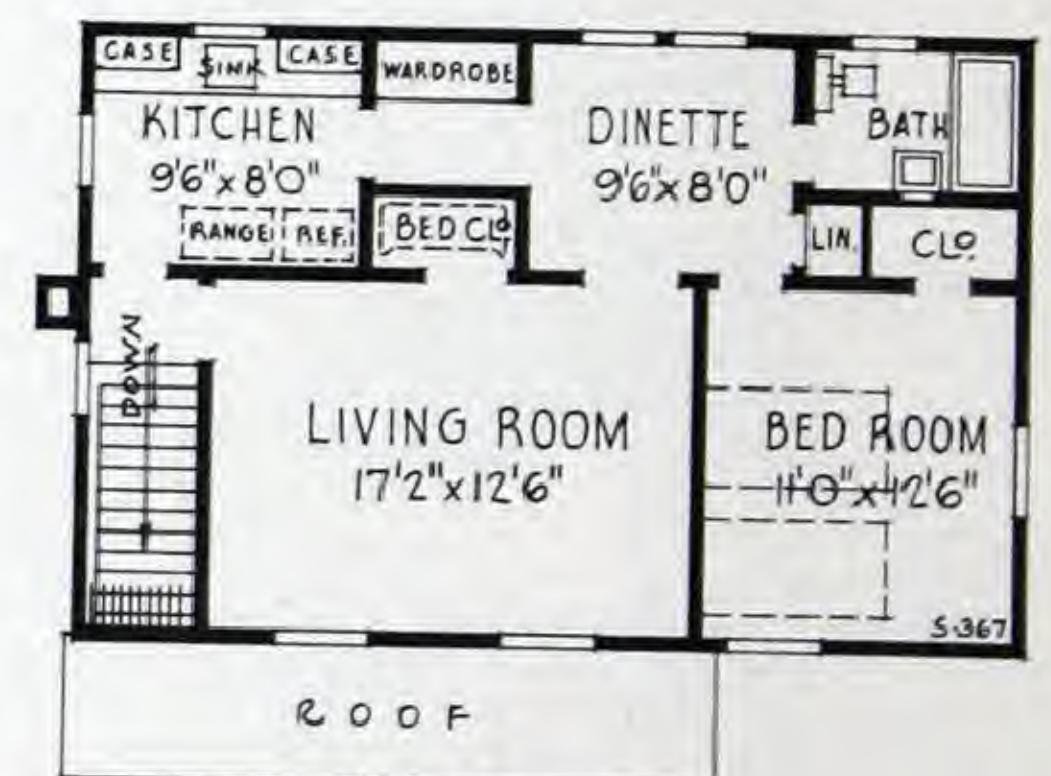
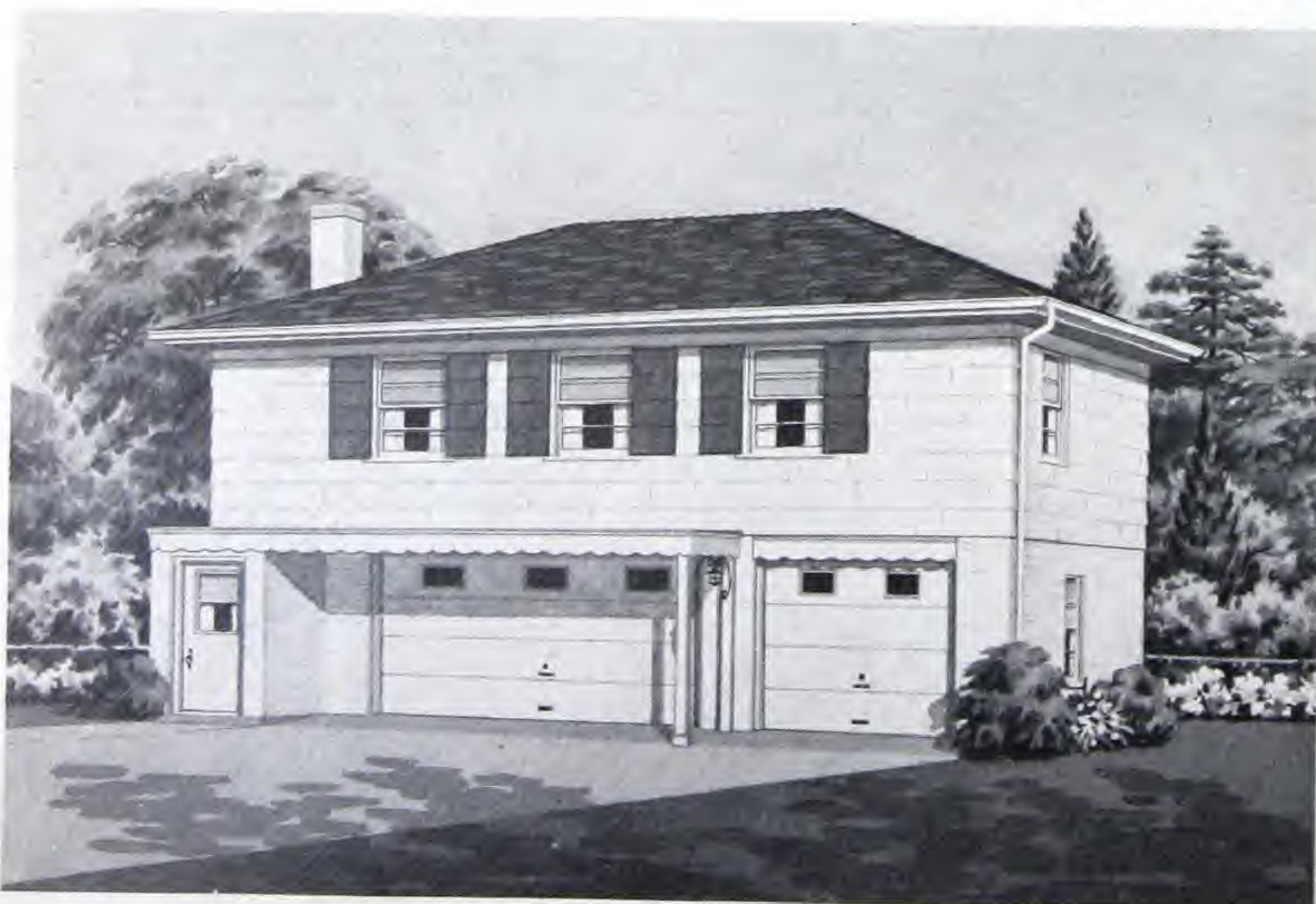
GARAGE FLOOR
Ceiling Height... 8' 3"

GARAGE APARTMENTS

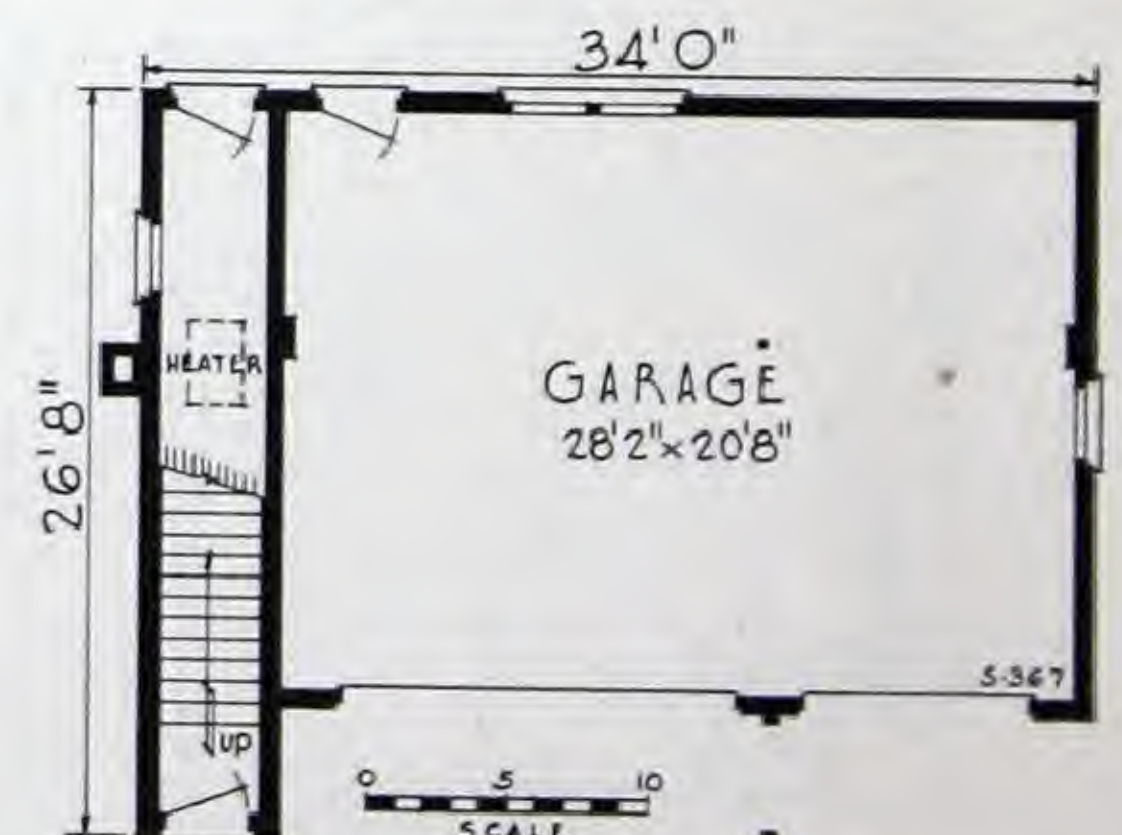
S-367

The apartment above the two-car first floor garage is well planned for four well lighted rooms of practically five room efficiency.

★ 15,090 CUBIC FEET



APARTMENT FLOOR
Ceiling Height... 7' 6"
Living Area . 748 Sq. Ft.



GARAGE FLOOR
Ceiling Height... 8' 0"
Area 768 Sq. Ft.



APARTMENT FLOOR
Ceiling Height...7' 6"
Living Area 572 Sq. Ft.



GARAGE FLOOR
Ceiling Height...8' 0"
Area.....610 Sq. Ft.



S-368

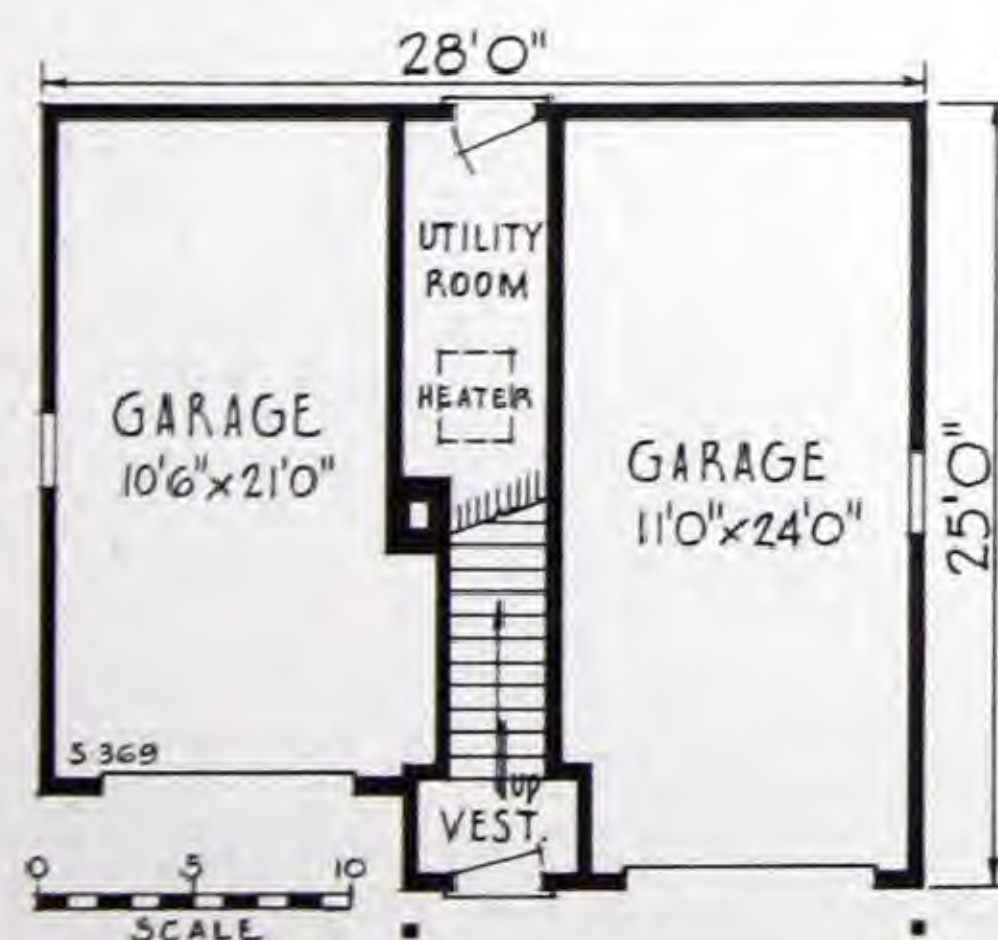
★ 11,330 CUBIC FEET

An example of thrifty utilization of space above a simple two-car garage which results into a cozy three-room apartment.

GARAGE APARTMENTS



APARTMENT FLOOR
Ceiling Height...7' 6"
Living Area 521 Sq. Ft.



GARAGE FLOOR
Ceiling Height...8' 0"
Area.....665 Sq. Ft.

S-369

★ 11,680 CUBIC FEET

An attractive design which enables the owner to rent one garage, use the other garage and occupy the three-room comfortable apartment above.



Interior Suggestions

The many hours spent in the home are what you make them. That is why careful thought should be given to the arrangement and decoration of the interior — to make it as pleasant, comfortable, enjoyable and convenient for family living as is possible. The suggestions offered here and on page 29 are only a few of many modern ideas which are not luxuries but practical home features.



Neat shelves add a finishing touch.



The "BAY" feature



A convenient linen cabinet.



"Built-ins" have a place in the modern bath.

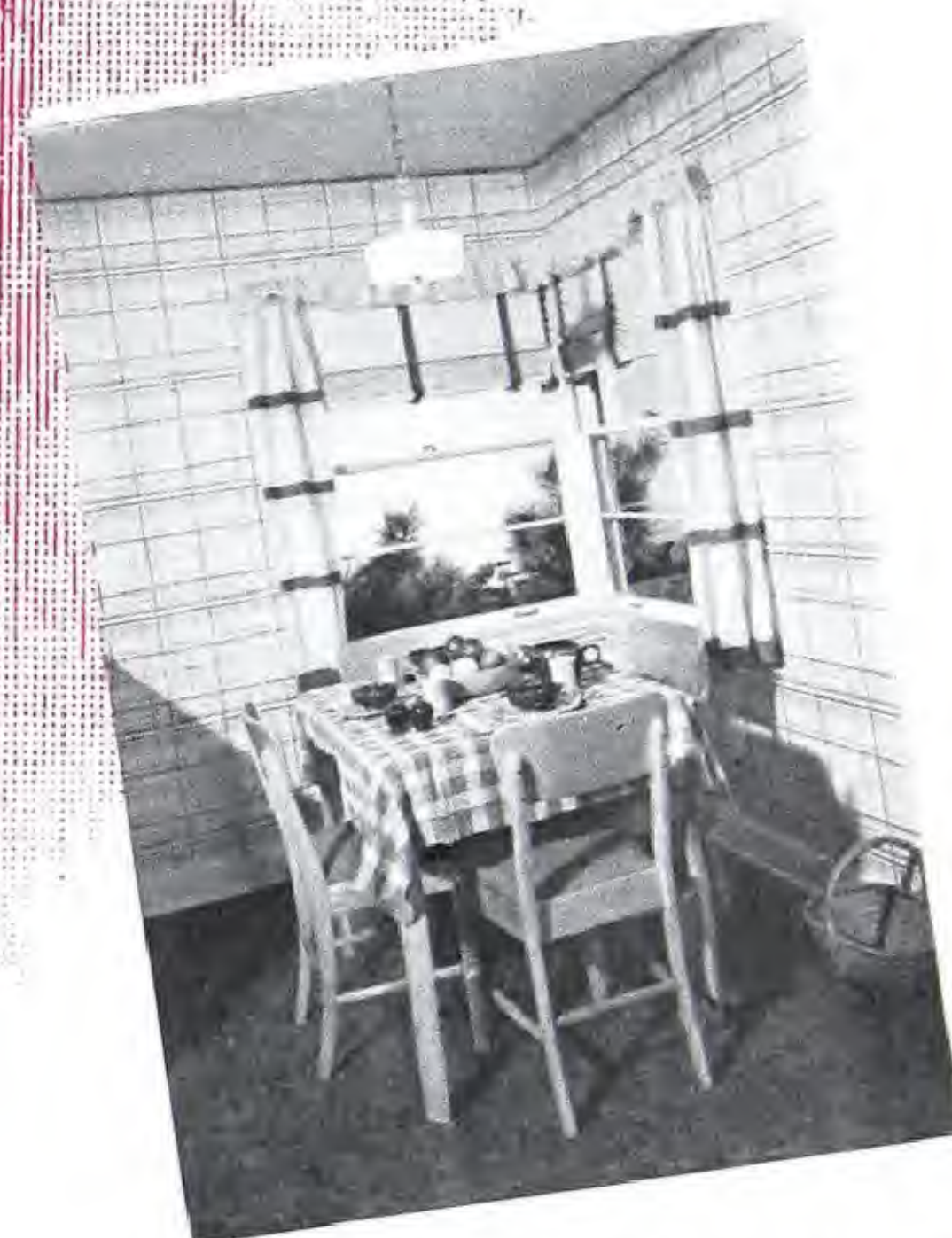


Well-placed mirrors add attraction.

Modern Kitchen Planning is within the reach of every home builder. It costs no more than old outmoded methods and is a source of real comfort and satisfaction for the housewife. Take note of the many step-saving and work-saving features illustrated here, which are representative of the many standard features now advocated by experienced kitchen designers.



A cozy "U" type kitchen installation.



Corner windows form an ideal "snack spot."



The "U" bar.



Corner China Cabinets.



A kitchen bay for your dinette.



S-370

Attractiveness, convenience and comfort are all economically planned into the above five-room Colonial home. Note the disappearing stair to attic.



PLAN 1,
WITHOUT BASEMENT



PLAN 2, WITH BASEMENT

Plan 1.....13,020 Cu. Ft.
Plan 2.....17,520 Cu. Ft.
Ceiling Height.....8 Ft.
Height of Basement,
Plan 2.....7 Ft.
Plan 1 & 2.....900 Sq. Ft.
Porch.....24 Sq. Ft.



PLAN 1, WITHOUT BASEMENT



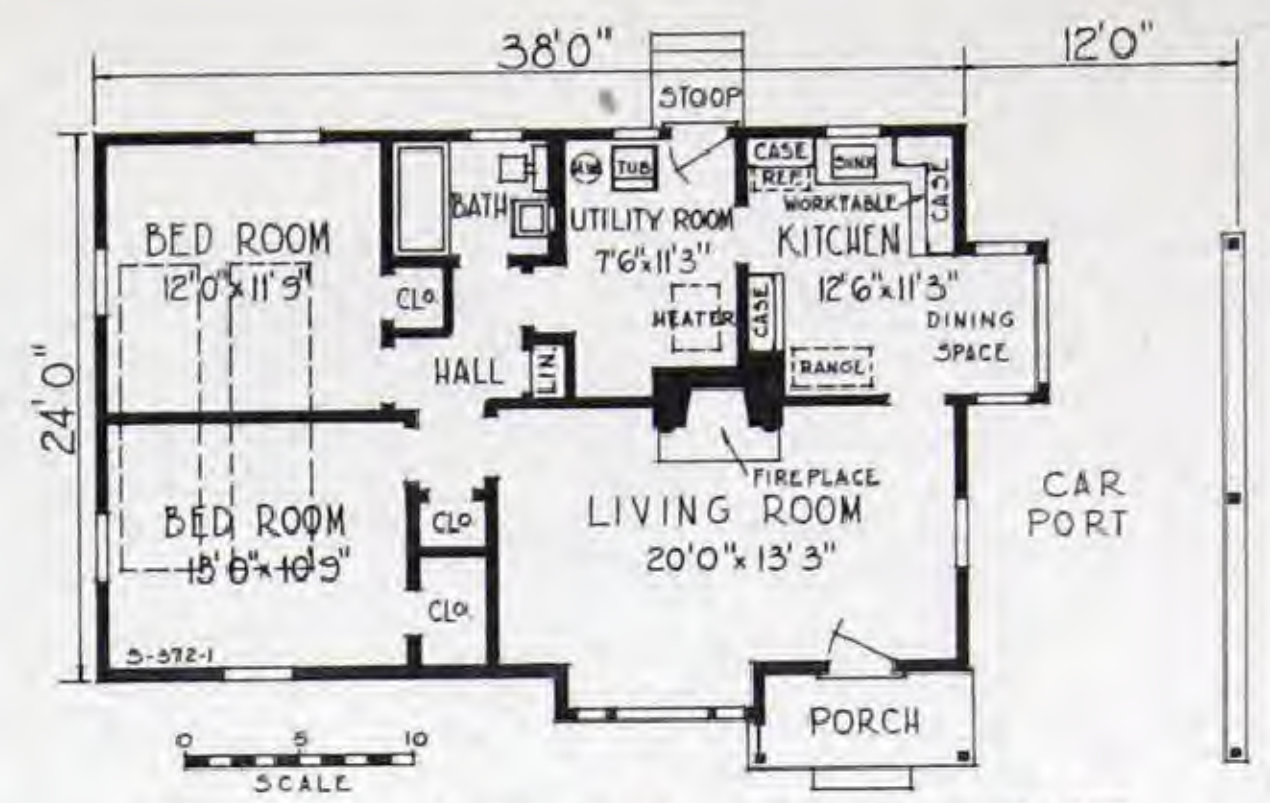
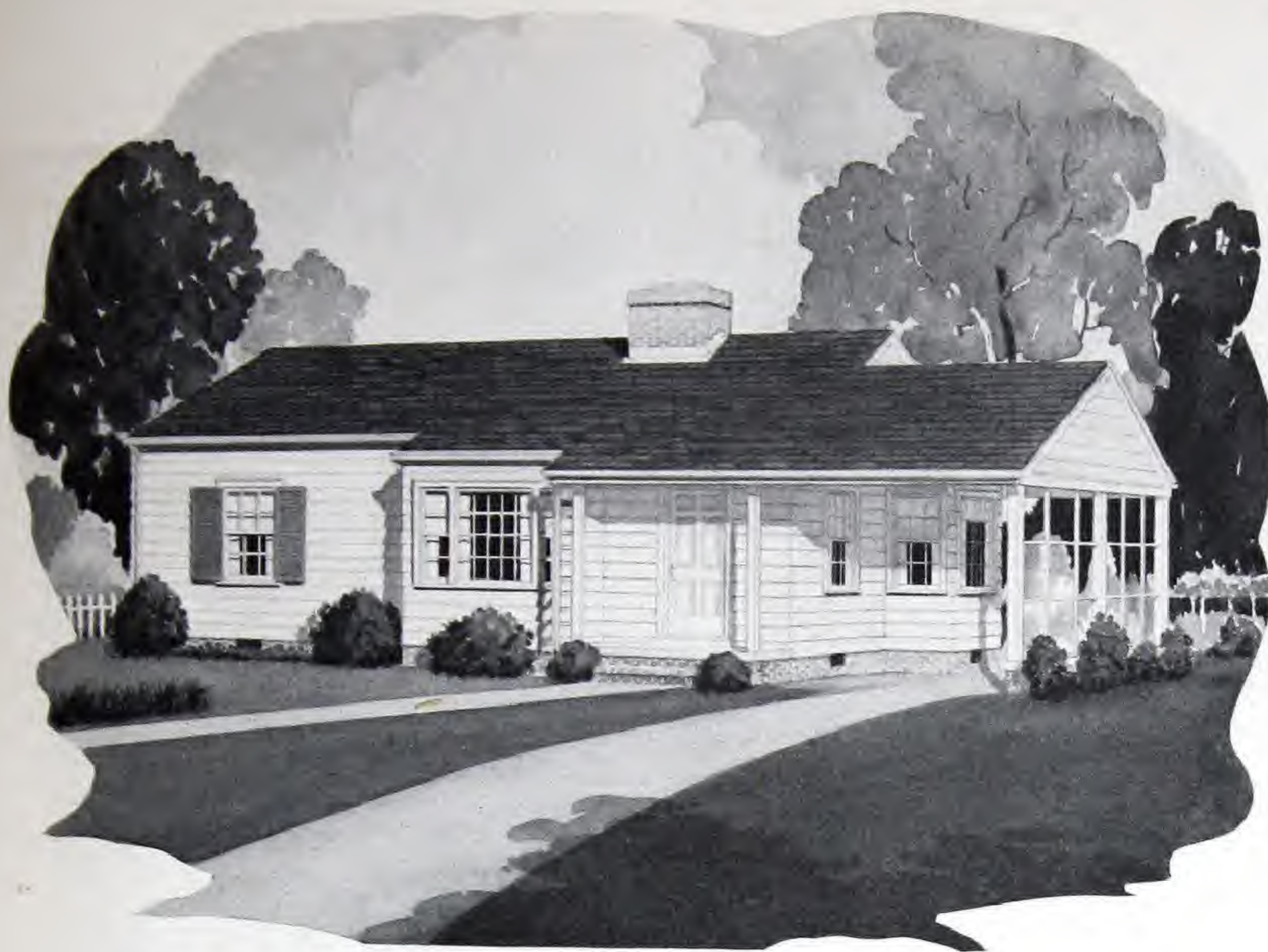
PLAN 2, WITH BASEMENT



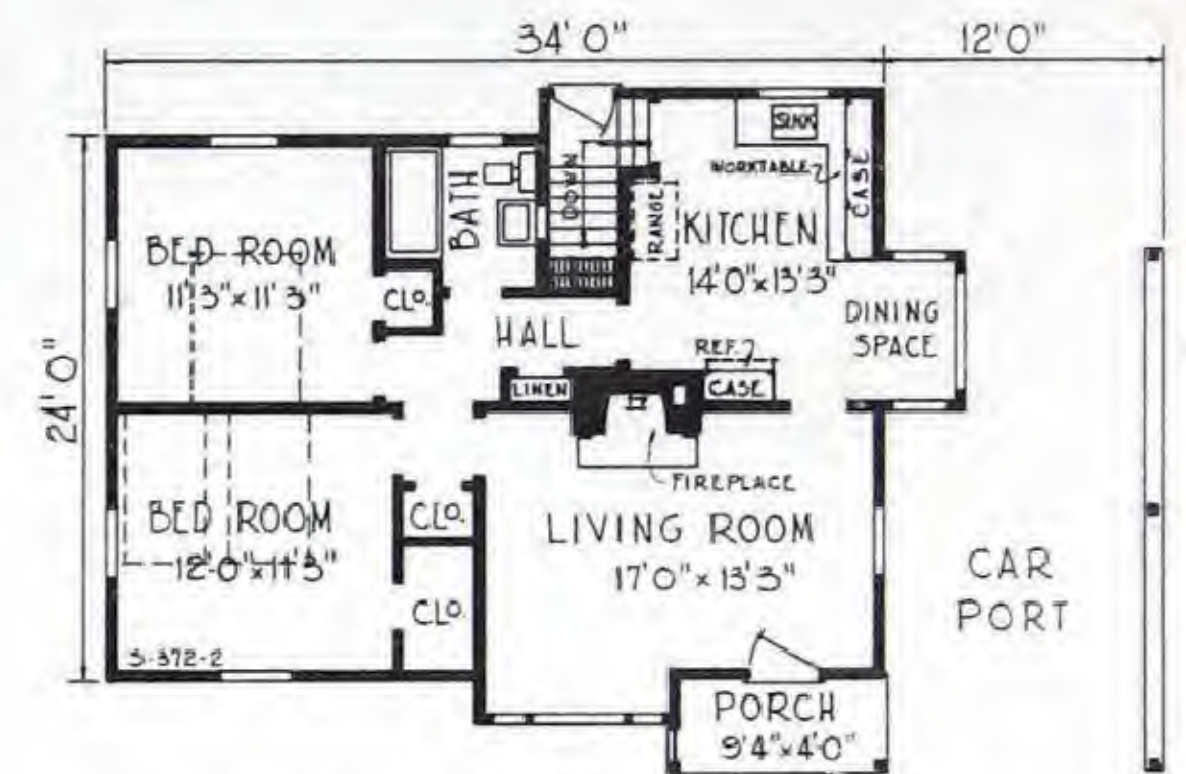
Plan 1...11,140 Cu. Ft.
Plan 2...15,280 Cu. Ft.
Ceiling Height.....8 Ft.
Height of Basement,
Plan 2.....7 Ft.
Plan 1.....912 Sq. Ft.
Plan 2.....952 Sq. Ft.
Porch.....60 Sq. Ft.

S-371

Here is another five-room home of Colonial ancestry which provides cheerful comfort for the small family.



PLAN 1, WITHOUT BASEMENT

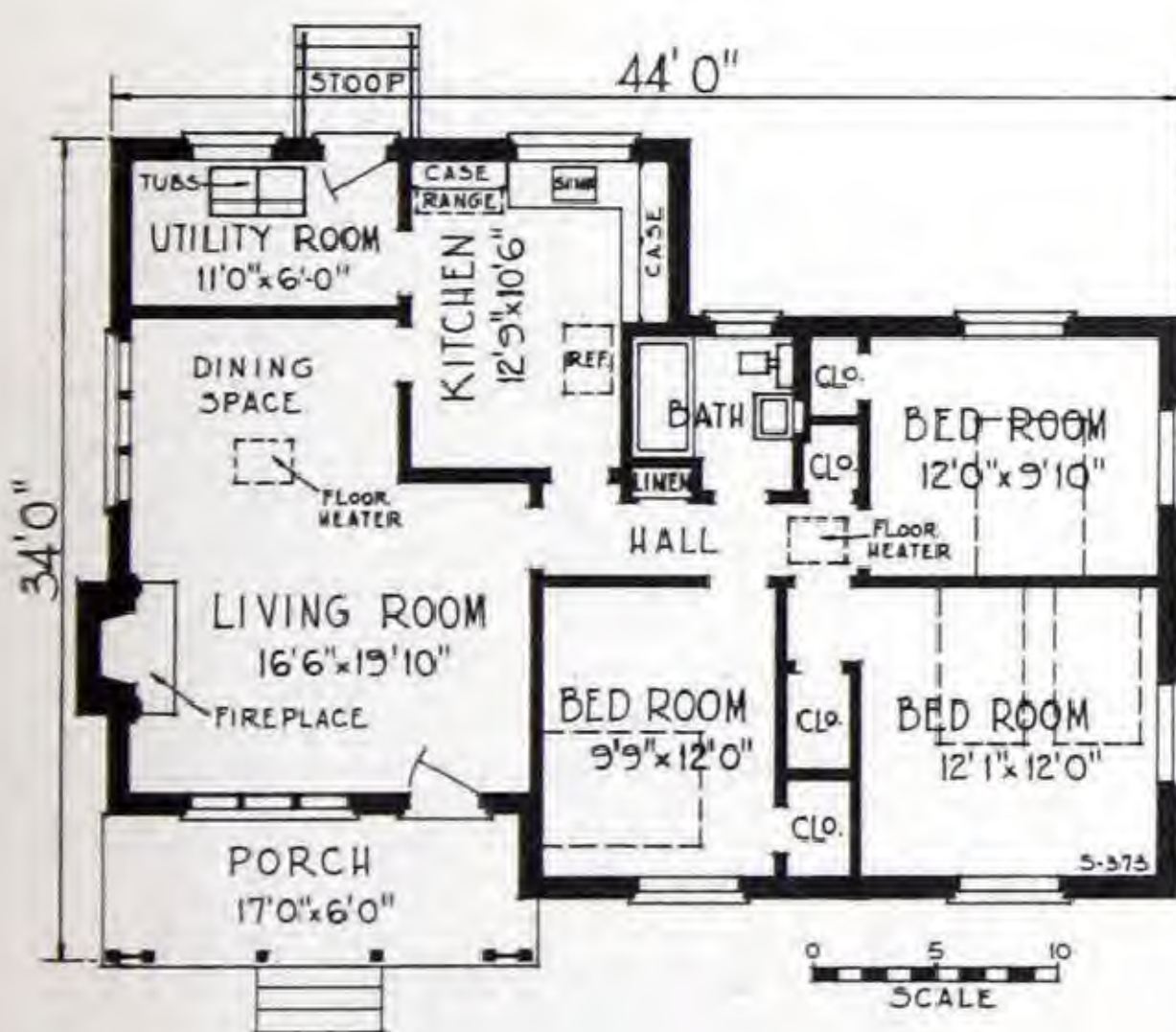


PLAN 2, WITH BASEMENT

Plan 1	15,300 Cu. Ft.
Plan 2	19,400 Cu. Ft.
Ceiling Height	8 Ft.
Height of Basement, Plan 2	7 Ft.
Living Area, Plan 1	955 Sq. Ft.
Living Area, Plan 2	889 Sq. Ft.
Covered Porch Area	39 Sq. Ft.
Car Port	240 Sq. Ft.

S-372

New, modern and attractive, are words which best describe this comfortable little home. The ever convenient car-port is desirable.



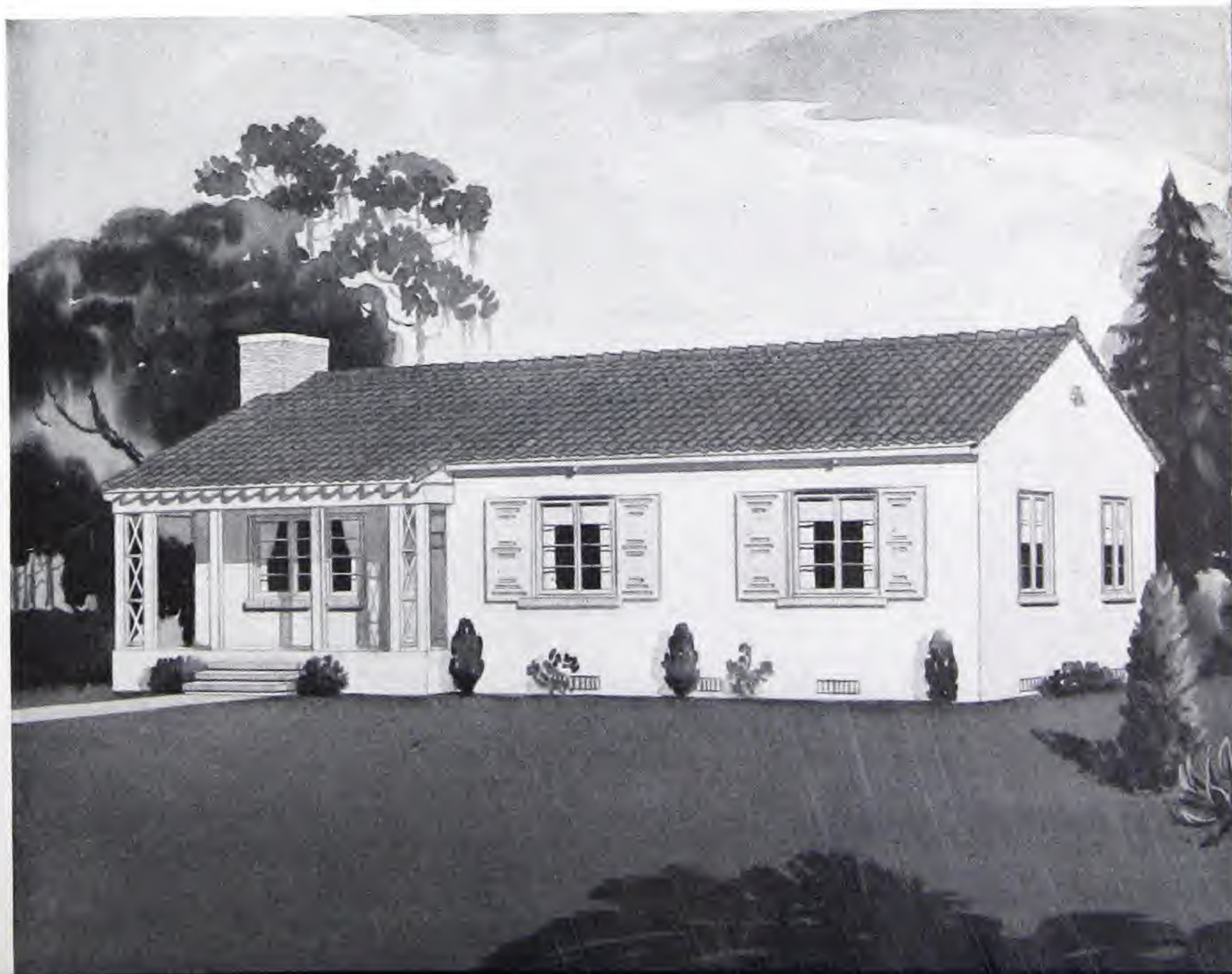
S-373

Five rooms, bath, utility room and front porch are conveniently planned for happy comfort. The outside walls are of concrete blocks which may be painted white.

★
CUBIC FEET
16,275

SQUARE FEET
Living Area1176
Covered Porch Area....105
Ceiling Height.....8 Ft.

★
Outside Walls are
of Concrete Blocks



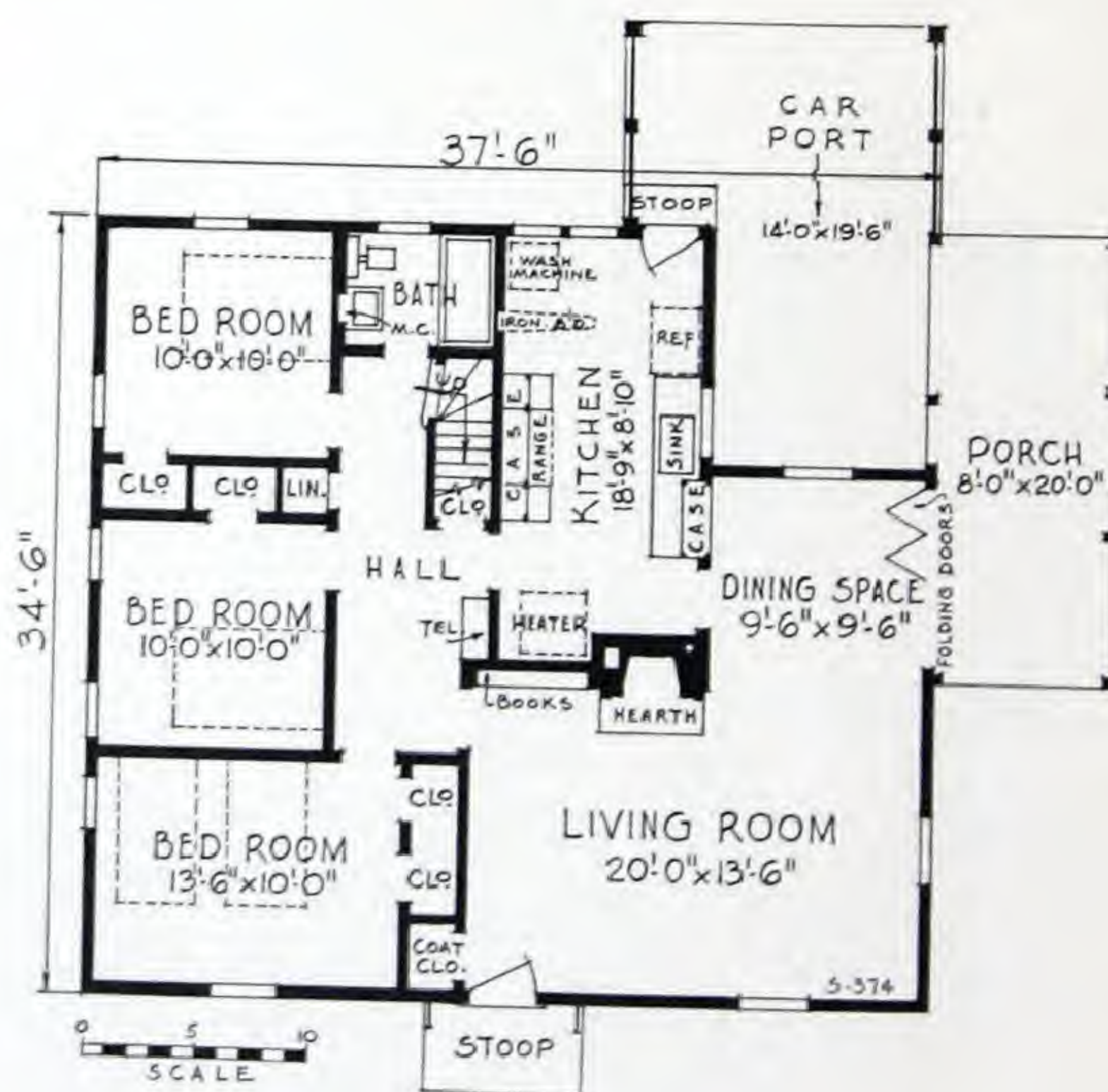


S-374

The fine appearance of this Colonial one-story home is gained through simplicity of detail, careful proportion and low broad lines. The interior is designed with all modern features. The large attic space can be utilized for extra rooms.



View of Living and Dining Areas



CUBAGE

House.....19,000 Cu. Ft.
Porch and
Car Port..... 2,350 Cu. Ft.

SQUARE FEET

Living Area1189
Covered Porch Area..... 158
Car Port Area..... 273

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*Indicates home without a basement.

†Indicates that home is also adaptable to concrete block wall construction and blue print plans provide an alternate wall section for concrete blocks.

Follow our plan FOR HOME SATISFACTION



● **HOME BUILDING** is a complicated process in which a mistake means a loss in time, money and satisfaction. To build a satisfactory home — with no after regrets — we strongly recommend the use of carefully made, accurate blue-print working plans. It is essential, safe and economical to first construct the house on paper. Accurate plans and specifications must be submitted to a loaning agency for its approval when you apply for a mortgage loan on a new home.

● **EXPERIENCED DESIGNERS.** Years of experience in house planning and construction and an architectural department composed of skilled draughtsmen, architects, and engineers, are the elements upon which plans of the utmost accuracy and completeness in regard to design, strength, durability, and comfort and home conveniences, are created.

● **BLUE PRINT PLANS.** Our blue print plans include the following complete drawings for each design: Basement or foundation plan, first floor plan, second floor plan, front elevation, right side elevation, left side elevation, rear elevation, sections and detailed drawings, all necessary framing plans. All working plans are drawn to standard scales. Blue prints for each design are available.

● **REVERSED PLANS.** Obviously, a plan designed for a lot facing east will not result in the best exposure when your lot fronts to the west. Plans of homes as illustrated in this book are available either as shown or reversed, as may be required.

● **SUPPLEMENTARY DETAILS.** Further supplementary details for any of our plans will be furnished upon request.

● **SPECIFICATIONS** are statements of particulars which tell what you are going to receive in materials and workmanship. Building contract forms are also available.



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FOR ANY DESIGN IN THIS PLAN BOOK
SEE YOUR DEALER OR WRITE
HARRY LODER
EDMONTON - CANADA

